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THE NATIONAL NEWSPAPER OF MARKETING

Conference on Quackery . . .

AMA, Government, Private Groups Pledge All-Out War on Quack Drugs

Speakers Attack 'Popular' Magazines for Unreliable Articles on New Drugs

WASHINGTON, Oct. 6—Intensified warfare against food and medical quacks was plotted here this weekend at a two-day "Conference on Quackery" sponsored jointly by the American Medical Assn. and the Food & Drug Administration.

More than 600 participants from federal and state law enforcement groups, medical organizations and health groups studied loopholes in existing government and private policing mechanisms. Speakers from government, medicine and the health field estimated that promotion of nutritional quackery, useless cosmetics and phony medicines adds up to a billion dollar industry.

▪ Health-Education-Welfare Secretary Abraham Ribicoff, noting that the AMA has been fighting quackery for almost a century, emphasized that this is one area where the government and the AMA see eye to eye.

Today, he said, the witch doctor's tom-tom has given way to the illustrated brochure; the medicine show extravaganza to the television commercial; potions, barks and berries to the phony but impressive "cancer clinic" or "scientific diet."

"What is more," the Secretary observed, "the hard-working, well-equipped physician of today is handicapped in competition with the quack. His enemy, disease, is complex; the quack's is simple. His treatment may be long, painful, uncertain and expensive; the quack's is swift, painless, sure, and expense is usually geared to the patient's purse."

▪ Dr. Leonard W. Larson, AMA president, in turn acknowledged that "too many people regard quackery as a harmless parasite. On the contrary," he said, "it is a real evil.

"We in the medical profession will not be content merely to speak

(Continued on Page 133)

NEW ADVENTURE—*U. S. Tobacco Co. is using two-color pages like this in a regional edition of Life for its new "minthol" cigarets, Skis (see story on Page 10).*

Advertising Age Survey . . .

Magazine Subscription Price War Irks Admen

Media Men Say Advertiser Gets Costs Increase as Subscriber Pays Less

NEW YORK, Oct. 5—There is growing concern and some alarm among advertising agencies over the "cut-throat and cut-rate subscription offers" being made by U.S. magazine publishers. Further, the lower revenues derived from reduced-rate subs are usually compensated for by higher advertising rates.

These were some of the opinions expressed in a media roundup by ADVERTISING AGE among agencies from coast to coast. AA also found that:

1. Agencies feel the cut-rate situation appears to be coming to a head.

2. Most shops have not conducted formal studies of the trend, but indications are that these are forthcoming; meanwhile, there is mounting talk of the problem among agency media men.

3. Low-price subs have thus far not appreciably affected media-buying patterns, but they eventually may do so.

4. Client reactions have been nominal, and have usually wound up as requests that agencies clarify who's on first in the magazine business.

▪ An elaborate compilation was made by Leo Burnett Co., which forwarded to several publishers its feelings about "passing on more and more costs to the advertiser while the consumer pays less and less." Burnett thought it "ironic" that "publishers complained of inability to pay higher postal rates" while "they are continuing to flood the mails with a rash of 50%-

(Continued on Page 134)

Vodka in Terry-Cloth Bottle . . .

ARF Gets Varied View of Research as Speakers Disagree on Philosophy

Burnett's Leavitt, OB&M's McCall Disagree on Role of Fact, Mystery in Ads

NEW YORK, Oct. 3—The creative research supervisor of Leo Burnett Co. contended today that almost everyone notices ads if the ads are "physically present," but the copy chief of Ogilvy, Benson & Mather replied he'll eat the ads "one by one" if this is true.

This is a sample of the interplay that took place here at the annual meeting of the Advertising Research Foundation which more than 900 attended. The research supervisor was Clark Leavitt; the copy chief was David B. McCall, who is also a senior vp at Ogilvy. Mr. McCall said a recent study showed that only four ads in every issue of *Life* are "read."

▪ Mr. Leavitt maintained that the problem of advertising effectiveness is "not how to get people to look at the pretty picture, but to get people to progress through the ad-as-a-whole until they have a substantial message of some sort. This is what I've called intrigue—the quality of a stimulus that encourages investigation, exploration and resolution."

Mr. Leavitt said experiments have demonstrated the importance of tactual stimulation in providing security to young primates with simulated mothers. Terry-cloth mothers provided much more security than wire frame mothers even when the latter had the advantage of simulated mammary glands. "This, incidentally, led to a direct application in business. Someone, I understood, is test marketing vodka in terry-cloth bottles," he quipped.

▪ This and other studies, Mr. Leavitt said, indicate everyone has a "stimulus-hunger" for excitement, surprise, mystery and intrigue. "Of course, human adults are more complicated than infant chimps, and terry-cloth is not the answer. But the point is that visual efficiency is not the entire answer either; we are motivated to read

(Continued on Page 65)

Gudeman Praises Efforts of Admen

NEW YORK, Oct. 3—Under Secretary of Commerce Edward Gudeman told the Advertising Research Foundation that advertising leaders have been generous with time, talent and resources in cooperating with the Commerce Department. He reported that ARF will work with the department in developing more useful marketing tools from the information resources of the census, and he repeated that advertising can contribute to the economic future by (1) assisting in new product development and introduction and (2) encouraging clients to reach international markets.

FCC TV Program Hearing Closes . . .

Program Costs Hamstring Stations on Control, Despite Legal Responsibility

FCC's Bryant Challenges GF's Ebel on Educational TV Programs for Kids

By Maurine Christopher

NEW YORK, Oct. 6—The advertiser phase of the Federal Communications Commission-produced drama, "Who really controls network tv programming?" featuring a cast of 41 sponsors, ended today after a two-week run.

The over-all story line developed in this Q&A exposition before Chief Hearing Examiner James D. Cunningham has been hard to follow, but a dominant theme was recurrent: Most advertisers insist on maintaining a degree of supervision—from selection of subject matter to complete control of production—over expensive tv programs for which the public holds them responsible. While recognizing the networks as the final authority in programming matters, advertisers claim the right and the duty to be concerned with tv content aired under their names.

▪ Testimony collected from advertisers, ad agencies, producers and syndicators has clearly identified the station licensee as the man who doesn't have much to say about what kind of fare gets into tv's best time periods. And the station licensee, of course, is the only person with clear legal responsibility for maintaining a balanced program fare.

The testimony has indicated that most stations have only a negative choice in programming matters; that is, they can say yes or no to offerings from networks or syndicators, but they can't afford the

(Continued on Page 141)

Last Minute News Flashes

DX Sunray Oil Appoints Gardner

TULSA, Oct. 6—DX Sunray Oil Co. will switch its $2,500,000 product and corporate advertising account to Gardner Advertising Co., St. Louis, Jan. 1. The Sept. 25 issue of ADVERTISING AGE reported that DX Sunray and Potts-Woodbury, Kansas City, were expected to part company.

Completion of 'N.Y. Times' West Coast Deal Near

LOS ANGELES, Oct. 6—The *New York Times* is completing negotiations with Rodgers & McDonald Publishers for printing facilities in advance of its West Coast edition, ADVERTISING AGE learned today. The Los Angeles company, which publishes the six-newspaper *News-Advertiser* group, told AA the deal will be completed Oct. 16. Actual publication of the *Times'* western edition, however, is still at least six months away.

C. J. LaRoche Payroll Cuts Average 15%

NEW YORK, Oct. 6—C. J. LaRoche & Co. has cut its payroll by an average of 15%. The cuts, coupled with an "extended leave of absence" for the agency's president, William H. Howard (AA, Oct. 2), round out a year in which a procession of executives came and went, following the death of James D. Webb, former president of the agency, in September, 1960.

Admiral to Hear C-M, Weiss, Clint Frank

CHICAGO, Oct. 6—Admiral Corp. will hear presentations from three finalist agencies next week—Campbell-Mithun, Clinton E. Frank Inc. and Edward H. Weiss & Co. The list was pared down from an original ten seeking to succeed Henri, Hurst & McDonald (AA, Oct. 2).

(Additional News Flashes on Page 133)

Ampex Appoints C&W to Handle Entire Account

Domestic Portion of $600,000 Business Shifts Jan. 1; Int'l Part May 1

REDWOOD CITY, CAL., Oct. 6—Ampex Corp. has named Cunningham & Walsh, San Francisco, to handle its advertising, beginning next Jan. 1 on all Ampex domestic divisions, and next May 1 on its international marketing operations. Combined billings will run an estimated $600,000.

Charles A. Black, manager of a newly formed marketing services division of Ampex, said here the appointment of C&W was a move to consolidate advertising for all divisions and subsidiaries within a single agency. Mr. Black joined Ampex four years ago as director of corporate relations; most recently he has been corporate manager of financial relations.

Charles A. Black

▪ Cunningham & Walsh won out over two other finalists, McCann-

(Continued on Page 142)

'Journal' Probes Hi-Fi vs. R.O.P. in Test Program

MILWAUKEE, Oct. 6—Three research organizations are undertaking 14 separate studies of hi-fi, r.o.p. color and b&w advertising in the *Milwaukee Journal's* Sept. 27 and 28 issues, Robert K. Drew, vp and general manager, announced today (AA, Sept. 11).

The intensive depth research project stemmed from a comparison of the first hi-fi insert the *Journal* has accepted with an r.o.p. duplicate of the ad—for Knorr soup mixes, product of Corn Products Co.'s Best Foods division (AA, July 24).

It grew rapidly into the multiple research projects on four broad fronts enumerated by Mr. Drew: (1) Nine research approaches to the relative impact of hi-fi and r.o.p. color; (2) fourteen new color-vs.-b&w comparisons aimed at updating the *Journal's* ColoROPtics study; (3) a complete readership and retention analysis of 77 ads over 140 lines in the two issues; and (4) new material on evaluation of advertising impact, together with "general intelligence" on newspaper national ads.

■ The *Journal* executed mechanical acrobatics to conduct the split-run tests of the Knorr soup ad on identical pages in the Sept. 28 food section. Half of the *Journal's* 375,000 circulation carried the ad in hi-fi, half in r.o.p. color. The newspaper, said Mr. Drew, "developed a rather amazing new 'city within a city' split-run pair of newspaper editions delivered under carefully controlled press, mailroom and circulation operations to samples perfectly balanced by age, income, education, area, and ethnic groups.

"It is doubtful," he said, "that anything like this has ever been attempted in the interests of complete accuracy and balance in simultaneous research samples."

■ Mr. Drew said that 28 advertisements will be tested in the study. These include couponed ads for Campbell and Heinz soups, the former 600 b&w lines, the latter a one-color 1,000-line unit; new car announcement ads for Ford and Chevrolet, and a b&w Shell ad vs. a similar advertisement for Mobil, but in color.

Researchers making the studies are Daniel P. Starch & Staff, Bisbing Business Research, and the *Journal's* consumer research department.

The *Journal* plans to issue a summary report of the fact-finding project in November. #

Clark Oil Uses Auto Giveaways

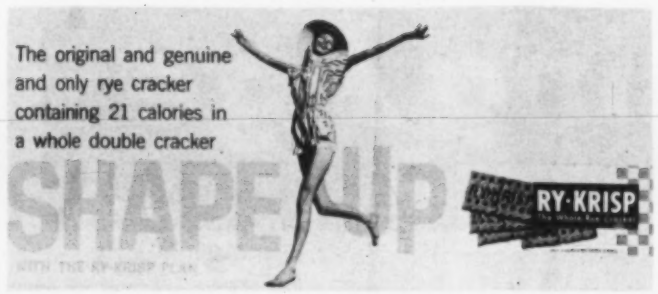
MILWAUKEE, Oct. 5—Clark Oil & Refining Co. is giving away a car a week in a new promotion in two areas.

The promotion began in Minneapolis-St. Paul two weeks ago, and will begin in Detroit tomorrow. Advertising is via 1,750-line ads in newspapers, plus radio spots.

Entrants fill in entry blanks at Clark stations. Winners can pick a Chevrolet, Plymouth or Ford as their prize.

The drawings are held on Friday night tv sports shows. In Minneapolis it is "Beutel & Horner Sports," on WTCN-TV, and in Detroit the drawing is held on "Joe Gentile Sports Report," on CKLW.

The promotion will run for an indefinite period. Tatham-Laird, Chicago, is the agency. #



OR SHIP OUT—*Ry-Krisp is using outdoor posters and car cards in about 10 markets to get across its low calorie story. Guild, Bascom & Bonfigli is the agency.*

Humble Heating Oil to NL&B; McCann Acquires Needham's Portion of Enco

HOUSTON, Oct. 5—Humble Oil & Refining Co. continued to smooth out its agency alignment this week, moving its consumer heating oil account from McCann-Erickson, New York, to Needham, Louis & Brorby, Chicago. In return Needham, Louis will discontinue handling Humble gasoline advertising in several midwestern states. The changes are effective Jan. 1.

When Humble was consolidating several of its subsidiary companies into a single unit last year, it allowed NL&B to continue handling the old Oklahoma Oil area. Now McCann has the entire Humble gasoline account, with the exception of the Milwaukee area, handled by Al Herr Advertising. Herr handled Pate Oil there before it was merged into Humble.

NL&B's heating oil account, which will center around a new heat-boosting development in the home heating field, is expected to bill about $750,000. Oklahoma had been billing in excess of $1,000,000. However, NL&B early this year was named to handle a portion of the institutional advertising for Humble's parent company, Standard Oil Co. (New Jersey).

■ Needham's new assignment concerns a Magic Grid unit developed by Esso Research & Engineering Co., a Humble affiliate. The grid "promises savings of millions of dollars for oil-heat customers." Essentially, it is a small screen-and-nose-cone device which, when stimulated by an electric-eye type ignition control, increases the heat output of a combustion chamber by "molding" the flame to burn more fully.

The Magic Grid ad theme will be hitched to results of a two-year test conducted among homes in Linden, N.J., where Esso research is housed. Copy will plug: Higher efficiency ("from 71% to 83%"); dollar savings ("average of 21.2%, or $53.50 a year, savings on fuel"); quietness ("perhaps the most important point"); and cleaner heat.

Marketing initially will be "direct" via established Esso branches, with immediate distribution in Humble's Esso Standard eastern region and extending from New England through Virginia and West Virginia. Future distribution to the West Coast is "probable." Should this occur, it would forge another national marketing link for Humble, which emerged as the key advertising identity in Jersey Standard's complex following a series of mergers and reshuffling that dates back 22 months.

■ Media strategy for the grid campaign has not been established. It was reported, however, that direct mail would figure heavily in Humble's kick-off plans.

The entire promotion is expected to adopt the familiar "watchdog" trademark used by Esso for its home-heating pushes—a reclining but alert police dog. #

Beckman Affiliates with Pacific National Agency

Beckman, Koblitz has affiliated with Pacific National Advertising Agency, Portland. The Portland agency will service Nationwide Safti-Brake Centers, a Beckman client, in northwestern markets.

White House, New Coffee Brand, Will Bow in, of Course, Washington

WASHINGTON, Oct. 5—It's not easy when a private coffee roaster decides to bring out a consumer brand in a crowded market with a minimal budget, but he starts percolating when he debuts with store distribution in more than two-thirds of a market.

On Oct. 9 Dwinell-Wright Co. breaks a 13-week three-station spot radio campaign for White House coffee, its first consumer brand, in this market. Dwinell-Wright has been in the institutional coffee business nearly 100 years, but the White House label, which it has owned for some time, has not been advertised for five years.

The radio push, featuring a one-minute "perk up" cha-cha jingle and ten-second spots, will be supplemented by a series of 1,000-line newspaper ads in two papers breaking about Nov. 1. The introductory budget is about $40,000. Cole Fischer Rogow, New York, is the agency. White House sells at a premium-priced 79¢ a pound.

■ Coffee is one of the most competitive products in the supermarket, and a new entry has to contend with high-powered national brands like Maxwell House and Chase & Sanborn, equally popular regional brands like Hills Bros. and Folger's, and private-label operations which bring higher profits to supermarkets.

Several years ago, Chock Full O'Nuts did an outstanding job in cutting into the glutted New York market. More recently, at least one other brand fell flat on its face in New York, with some critics saying it simply did not have enough promotional money behind it.

Cole Fischer Rogow suggested that Dwinell-Wright start in a single market where: There is heavier than average coffee consumption; current coffee prices are reasonably firm; family income and coffee buying patterns, generally, allow for consistent purchase of premium-price coffees; and there has been previous contact with supermarket buying committees.

■ It can be assumed that the brand name also had something to do with the selection of Washington.

Cole Fischer Rogow worked up a two-minute taped selling message for the buying committees, which contained details of the merchandising and advertising programs and the radio jingle melody. The tape was left behind for committee members to hear at their leisure.

In addition, the agency turned out a four-page brochure spelling out all promotional facets, the introductory allowance, ad plans and offering two incentives: A transistor radio for a 50-case order and a transistor radio-phonograph portable for a 100-case order.

Results? The agency reported that all major chains except one (A&P, which, of course, does most of its coffee business with its private labels) placed large initial orders. #

Research Better to Push Dailies, NNPA Is Told

TACOMA, Oct. 4—Newspapers must use more research and promotion to give national advertisers better information about their markets and audiences—and use promotion to get and keep those audiences.

This was the refrain running through the three-day western regional workshop sponsored by the National Newspaper Promotion Assn.

Speaking to today's final luncheon, Dave Henes, of the *Detroit Free Press*, president of NNPA, said: "Putting out a good newspaper is not sufficient by itself to make a newspaper financially successful. In today's competitive complex it's vitally important that newspapers reach out to tell their story dramatically and often to hold and attract readers and to sell advertisers on the responsiveness of their audience.

■ "People buying newspaper space today—particularly the national advertisers—have become a great deal more demanding. They want to know more than just numbers. Instead of just asking how many, now they are also asking for the anatomy of our readers. They want facts on age, income, occupation, home ownership, brand preferences, number of children, hobbies.

"The tougher the advertising dollar, the more detail they demand. And as you know, the advertising dollar is as tough as 90 days in a southern jail—and getting tougher."

Mr. Henes added that newspapers are "under terrific pressure today—economic pressure as well as pressure from their media counterparts. . .

"The big squeeze is on—and it's squeezing the daylights out of a lot of operations. Let's just realize that under today's conditions you and I hold the most potent tools to effect a healthier business climate for our papers, and those tools are promotion and research."

■ Speaking to a session Monday on retail advertising promotion, Lex McAtee, ad manager of Frederick & Nelson, Seattle department store, a division of Marshall Field & Co., stressed that newspapers must provide better information for top store management if the newspapers wish to counter the market promotion that radio and tv are providing.

The following morning Vern Hawley, Newspaper Marketing Associates, Doyle & Hawley Division,

(Continued on Page 134)

Highlights of This Week's Issue

Canadian supreme court rejects request by Reader's Digest Assn. (Canada) to introduce the 1956 budget speech by former Liberal Finance Minister Walter Harris as evidence in its court fight against a $1,000,000 tax ..... **Page 4**

General Electric Co. will introduce an automatic toothbrush in October in the Chicago area, six New England states and California, backed by heavy advertising to dentists and the drug trade ..... **Page 8**

North American Philips Co. sets a pre-Christmas television and print campaign to promote its Norelco electric shavers ..... **Page 24**

Thomas Erwin, president of the Advertising Workshop, says if all agencies promoted their client's products as poorly as most of them promote their own services, they would probably lose most of their accounts ..... **Page 43**

Contadina Foods will launch a campaign for its tomato paste in October and November ..... **Page 49**

Columbus city council defers action on an ordinance calling for censorship of movie advertising, as well as movies ..... **Page 50**

Los Angeles superior court judge sustains a motion for a demurrer brought by Cunningham & Walsh in a slander action involving the agency's former vp and Los Angeles manager, Reginald W. Twiggs ..... **Page 52**

Mutual of Omaha schedules what it believes to be the most intensive advertising program in the history of health insurance ..... **Page 56**

Camp Chemical Co. schedules $100,000 campaign to promote its line of sewage chemical products ..... **Page 60**

William T. French, president of Associated Merchandising Corp., says the day of strong consumer loyalty to advertised brands no longer exists ..... **Page 72**

Small grocery stores and two major chains in Northern California refuse to accept deliveries of soft drinks from companies struck by the International Brotherhood of Teamsters ..... **Page 74**

Screen Actors Guild and television management resolve dispute over talent charges for local commercial cut-ins within network tv shows ..... **Page 78**

Alvin W. Dreier, retiring general display ad manager of the Chicago Tribune, predicts "newspapers are on the threshold of a great new era." ..... **Page 88**

Bryan Houston, president of Fletcher Richards, Calkins & Holden, thinks there isn't much difference between domestic and international marketing and wonders if life isn't unnecessarily complicated for international advertisers because there's too much hocus-pocus about foreign marketing ..... **Page 90**

Paul Keller, vp and research director of Reach, McClinton & Co., says much of today's advertising "research" is nothing more than "a stew of half-truths, slipshod investigations and shallow analyses seasoned with the powerful desire to 'promote' some end, to achieve a predetermined and selfish goal" ..... **Page 93**

Burke C. Herrick, president of Remsen Advertising, says the battle between the "inventive" and "hard-sell" schools sometimes becomes "less a matter of professional conviction of what's best for the client than a vehicle for new business solicitations" ..... **Page 108**

Elliott Plowe, president of Grant Advertising, denies he ever accepted kickbacks from anyone and announces he will file a libel and slander suit against Marlen F. Pew Jr. for $1,000,000 **Page 133**

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Nielsen Network TV ..... Page 139
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Initial Competition Was 'Premature' . . .

U.S. Tourism Unit Eases Rules; Sets Oct. 11 Deadline in New Agency Hunt

Applying Agency Need Have Resources in Only Three of 14 Countries

WASHINGTON, Oct. 3—The U.S. Travel Service announced last night that it once again is shopping for advertising and public relations agencies. It set an Oct. 11 deadline for initial submissions by those who wish to be considered.

A new set of liberalized and expanded standards will govern this competition, permitting many agencies to participate which were ineligible under the rigid standards which were set up in an earlier competition last June. The Travel Service said all submissions entered in the earlier competition will be carried over into the new competition unless the agencies specifically indicate they wish to withdraw.

The split-second time table contemplated by the Travel Service in the new competition contemplates oral presentations by finalists in mid-November.

■ In announcing the competition, the Travel Service warned agencies against submitting artwork, layouts or copy at this time. However, officials emphasized that the agencies invited to the finals will be expected to make "creative presentations," and these should include examples of the kind of campaign they have in mind.

The earlier competition, which was announced June 2, drew pres-

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CORDIAL WELCOME—*Hiram Walker Inc. has slated this color page on Hiram Walker's cordials for Oct. 1 Gourmet and Oct. 26 Sports Illustrated and New Yorker. C. J. La Roche is the agency.*

Brewers Spend Record $69,502,201 . . .

'60 Beer Ad Costs Reach $1.09 per Bbl.

22 Leading Brewers Increase Ad Spending, Achieve Record Sales

CHICAGO, Oct. 5—Twenty-two U.S. brewing giants made some mighty strides in 1960, registering record sales of beer and ale as well as record spending in measured media advertising, according to ADVERTISING AGE's annual copyrighted study of beer ad costs.

Top brewers (those who sold 1,000,000 bbls. or more of beer and ale) spent $69,502,201 in 1960 to sell 63,519,000 bbls., compared with an ad investment of $64,801,935 and sales of 59,904,000 bbls. registered by 20 brewers in 1959.

Rising sales almost balanced off greater ad spending, with only a slight rise in the average per bbl. cost to $1.09 in 1960 (from $1.08 in 1959) and the average per case cost stepped up to 7.8¢ from 7.7¢.

■ Schlitz and Coors illustrate the range of advertising costs among the top brewers. Highest per bbl. and per case ad costs were chalked up by Jos. Schlitz Brewing Co., Milwaukee, whose costs were $1.78 per bbl. and 12.7¢ per case in 1960. Schlitz' measured media spending was $10,070,397 last year.

Lowest per bbl. and per case ad costs were registered for the fourth consecutive year by Adolph Coors Brewing Co., Golden, Colo. Coors sold 1,907,000 bbls., a 17.5% increase over 1959, representing one of the largest increases percentage-wise among the top brewers. Coors spent only slightly more for advertising—$145,912, compared to its 1959 expenditure of $142,095. Per bbl. ad cost was 8¢ and per case cost a fraction of 1¢, the same as the 1959 ad costs.

■ Coors, the family-owned brewery which has for many years successfully sold its product under

(Continued on Page 70)

Naegele's Burkhart Named as Fulltime President of OAAA

CHICAGO, Oct. 6—Charles E. Burkhart, exec vp of Naegele Advertising Cos., has been named president of the Outdoor Advertising Assn. of America.

Charles E. Burkhart

Mr. Burkhart, who will assume his new post Jan. 1, will be a fulltime president. Since 1959, Harry O'Mealia Jr., of O'Mealia Outdoor Advertising, Jersey City, has been serving as president and 1st vice-chairman of the board.

Mr. Burkhart first entered the outdoor business via Stalcup Inc., Kansas City, in 1935. He became president of the company in 1947. In 1954, he was named president of Cream City Outdoor Advertising Co., Milwaukee, when it was acquired by Naegele. He supervised the layout and remodeling of plants in all of Naegele's operations in 11 states. #

Shaw Names Allen Exec VP, Anderson Senior VP

John W. Shaw Advertising, Chicago, has appointed Charles J. Allen exec vp and has named Norman R. Anderson senior vp. Mr. Allen, formerly vp and account supervisor, succeeds David E. Guarrant, who became president of the agency last November. Mr. Anderson, formerly vp and account supervisor, joined the agency in 1954. At the same time, Edward Renno, who has been with agency for eight years, was appointed a vp.

Charles J. Allen

Norman R. Anderson

KSIX Rejoins CBS Radio

KSIX, Corpus Christi, Tex., formerly affiliated with ABC Radio, has rejoined CBS Radio.

Pepsi Projects 29% Ad Expenditure Boost

Parent Company's '62 Total May Hit $20,000,000 Level for First Time

NEW YORK, Oct. 3—Pepsi-Cola Co. has increased its national budget for 1962 by 29%.

The result may well be a parent company advertising expenditure of $20,000,000—the first time Pepsi has reached this level.

The beefed-up promotional armada was revealed to ADVERTISING AGE in a joint interview held by William C. Durkee, senior vp in charge of the marketing division, and his three top marketing aides —John J. Soughan, vp-marketing services, Philip B. Hinerfeld, vp-advertising, and Marc A. Lefebvre, vp-field operations.

Pepsi has a young, cocky marketing team. They talk about the enemy down in Atlanta as if they were high school cheerleaders talking about the rival school across town.

■ Told that Coca-Cola Co. has made the claim that it spends more of its sales dollar on market research than any other company in the world, they scoffed: "We have one man, Si Lusterman [Pepsi's market research vp], who beats them all. We don't like huge staffs. It only gums up the works. We have a few people so we can make quick decisions. You can't hit a moving target, you know."

The marketing brains at Pepsi devote their waking hours to an

(Continued on Page 78)

$500,000 Contest to Draw Buyers to Rambler Showrooms

DETROIT, Oct. 6—American Motors has launched a three-stage, $500,000 "Rambler discovery drive" aimed at getting customers into dealer showrooms for demonstration drives of the '62 Ramblers.

First stage of the contest is timed to coincide with the heavy announcement advertising program for the new models, which made their bow today *(see story on Page 102)*. Second and third stages are planned to bolster showroom traffic after the initial impact of the announcement ads. The contest opened today and runs through Dec. 31.

• First stage is a mailing to 1,800,000 Ford and Chevrolet owners and 560,000 Rambler owners. Each mailing piece contains a numbered coupon for the recipient to take to a Rambler dealer to check against the prize list.

• Second stage will be tied into a spread in *The Saturday Evening Post* Nov. 4, and a three-page cover gate fold in the December *Reader's Digest* will kick off the final stage. The magazine ads will contain coupon inserts.

Prizes will include 100 Rambler American convertibles, 100 Kelvinator refrigerator-freezer combinations, and 3,000 movie cameras, transistor radios, electric watches and binoculars. Winning numbers were selected via blindfold drawing by Reuben H. Donnelley Corp.

Geyer, Morey, Madden & Ballard is the Rambler agency. #

Pauley Named President of ABC Radio, Not ABC

Robert R. Pauley has been appointed president of ABC Radio, New York, not president of the American Broadcasting Co., as stated in a story on Page 116. Mr. Pauley, formerly vp in charge of ABC Radio, takes over the post vacated in April, 1960, by Edward J. De Gray.

Garland Appoints Barnett

Garland Agency, Phoenix, has appointed Ray Barnett, former sales representative for KNX, Los Angeles, to head its new Los Angeles office.

Winick to Miller Agency

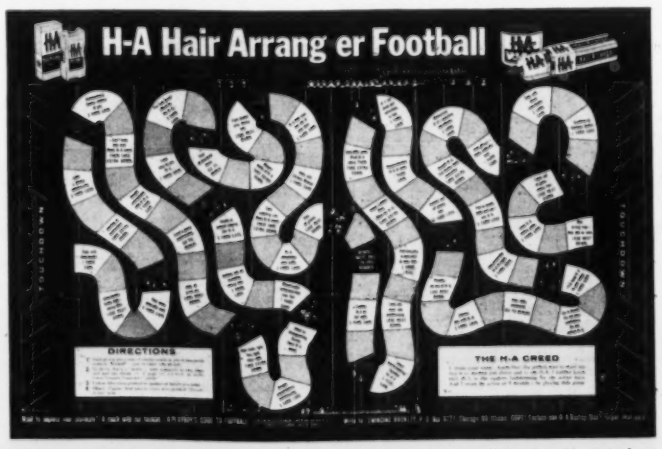
Winick Realty, Los Angeles, has named Steve Miller Associates, Beverly Hills, to handle its advertising.

Sunkist Sets $3,000,000 Ad Budget for 1962

LOS ANGELES, Oct. 5—Sunkist Growers will invest nearly $3,000,000 in advertising fresh lemons and oranges in the 1962 season.

Russell Z. Eller, ad manager, said Sunkist's fresh orange budget, handled in the U.S. by Foote, Cone & Belding, will total $1,600,000, off slightly from last season's budget of $1,800,000. He said the entire fresh orange appropriation will be concentrated in Sunday supplements, mainly for big-space color ads in *Parade*, *This Week Magazine*, First 3 Markets Group and 10 independently published sections.

■ For fresh lemons, handled by Leo Burnett Co., Sunkist has budgeted $1,325,000, most of which will go for a campaign in *American Home*, *Better Homes & Gardens* and *Good Housekeeping*. Mr. Eller said print advertising will be backed by heavy point of sale promotion featuring giveaways of aluminum hand juicers. Lemons also will be promoted in Canada via ads in *La Presse* and *Star Weekly*. #



MAIDEN EFFORT—*This two-color spread scheduled for the November Playboy is Hair Arranger's debut in national magazine advertising. R. Jack Scott Inc., Chicago, is the agency.*

Du Pont Tests Commercials in 1-City 'Split Run'

Shifting Positions May Tell Advertiser What Viewers 'Learn'

WILMINGTON, DEL., Oct. 4—E. I. du Pont de Nemours & Co. will research two of its tv shows to determine whether different positioning of its commercials affect viewers' "learning."

The tests will be held in Columbus, O., on Oct. 15 and Nov. 12, on the "Show of the Week," which got under way Sept. 17. They will be part of Du Pont's continuing advertising research program, budgeted at $450,000 (AA, March 6), and will be coordinated by Dr. John Dollard, of Yale University. The Columbus study will be underwritten 50-50 by Du Pont and its principal agency, Batten, Barton, Durstine & Osborn.

■ While the rest of the nation sees Du Pont corporate and product commercials in one set pattern on both test shows on Oct. 15, Columbus will get a different arrangement. Instead of an introductory minute announcement after the opening billboard, the first commercial will be inserted as a break. All other Du Pont commercials (a one-minute, two one-minute back-to-back, and a two-minute) will follow the same order nationally and in Columbus.

In the Nov. 12 experiment, the two-minute spot will be switched in Columbus from its last-break position to just before the credits.

Also, two other back-to-back commercials (one for paint, one on corporate) will be reversed.

■ Charles E. Crowley, advertising manager of Du Pont's general company tv phase, said depth interviews will be held via phone in Columbus 24 hours after each show to determine "how much viewers have learned." Results in the Ohio capital—picked because of its "close correlation with the national learning scale"—will be compared with random samplings from ten other cities. Du Pont expects the answers, due around three weeks after the second test, to influence future commercial positioning on "Show of the Week," a $200,000-per-program venture set to run through next Sept. 9. It appears over 168 stations and

(Continued on Page 142)

Lehn & Fink 'Unveils' Anti-Wrinkle Cream —but Not Very Far

NEW YORK, Oct. 3—Lehn & Fink Products Corp. held a press conference this afternoon to announce its new "anti-wrinkle" cream, which it hopes to market by Jan. 15. But that's about all they did announce.

No, the product name could not be announced, nor the price, nor whether it would be marketed by the Tussy or Dorothy Gray division, nor any other marketing plans. No, the new "chemical agent" in the cream could not be identified. No, the company could not say whether it was a hormone cream or an astringent or what it was. No, the company could not say whether it would have to apply to the Food & Drug Administration for a marketing okay.

What the company *could* say was that after use of the cream for two or three weeks, "wrinkles became less apparent, and the skin became fuller and firmer." It works on both men and women and on young and aging skin. It has been tested for the past two years, first on a panel of ten women, then a panel of 50 and currently on a group of 400.

■ In a general discussion of hormone creams, the company also took the opportunity to discuss the efficacy of pregnenolone. (Although not mentioned at the press conference, pregnenolone is the featured ingredient in Revlon's Eterna-27 cream, which it is introducing this month with a money-back guarantee if the skin is not lovlier looking within 40 days.)

Lehn & Fink's verdict on pregnenolone is that it may produce a result "comparable, but not superior" to that of hormone creams which have been marketed in America for the past 25 years. #

ITC Promotes Whitehouse

Alton Whitehouse has been promoted from account executive to eastern division sales manager in the Atlanta office of Independent Television Corp., tv film producer-distributor. He succeeds Bert Weiland, who recently was appointed general manager of syndication sales for ITC.

KLZ, KLZ-TV Name Blue

Paul Blue, formerly program director of KLZ-TV, Denver, has been appointed assistant to the president of KLZ and KLZ-TV, succeeding Clayton Brace, who has been appointed operations manager of a tv station in Lebanon.

Zeigler Joins Lion

John A. Zeigler, formerly packaging and promotion art director with Procter & Gamble, has been named project director at Stephan Lion Inc., New York package and promotion design company.

OPPORTUNIST—*This painted board on Seattle's busy Aurora Ave. was left unfinished when a strike halted completion of the Milwaukee Sausage Co.'s sales message. West Pacific Advertising Agency came up with this neat save for the board, which has earned the advertiser a reputation for gags such as "help stamp out filet mignon."*

'Digest' Loses Evidence Appeal in Canadian Ad Tax Suit

MONTREAL, Oct. 4—An attempt by Reader's Digest Assn. (Canada) to introduce the 1956 budget speech of former Liberal Finance Minister Walter Harris as evidence in its court fight against a $1,000,000 tax was today turned down by the supreme court of Canada. The nine-member court, in a unanimous judgment, upheld an appeal by the Canadian government against a ruling of the Quebec appeal court that Mr. Harris' speech and other evidence could be introduced by *Reader's Digest*. The Quebec appeal court had reversed a decision by Chief Justice W. B. Scott of the Quebec superior court.

■ The appeal case concerns a 20% excise tax that the former Liberal government imposed, effective Jan. 1, 1957, on the gross advertising revenues of Canadian editions of foreign magazines. The tax was repealed 18 months later by the present Progressive Conservative government.

Reader's Digest refused to pay the tax and was taken to court by the federal government. The magazine contended that the tax was discriminatory and unconstitutional on grounds that it related to property and civil rights, a field of jurisdiction reserved exclusively for the provinces.

In an effort to support this argument in trial court, *Reader's Digest* sought to introduce as evidence the speech given in the House of Commons in which Mr. Harris explained the intent of the tax.

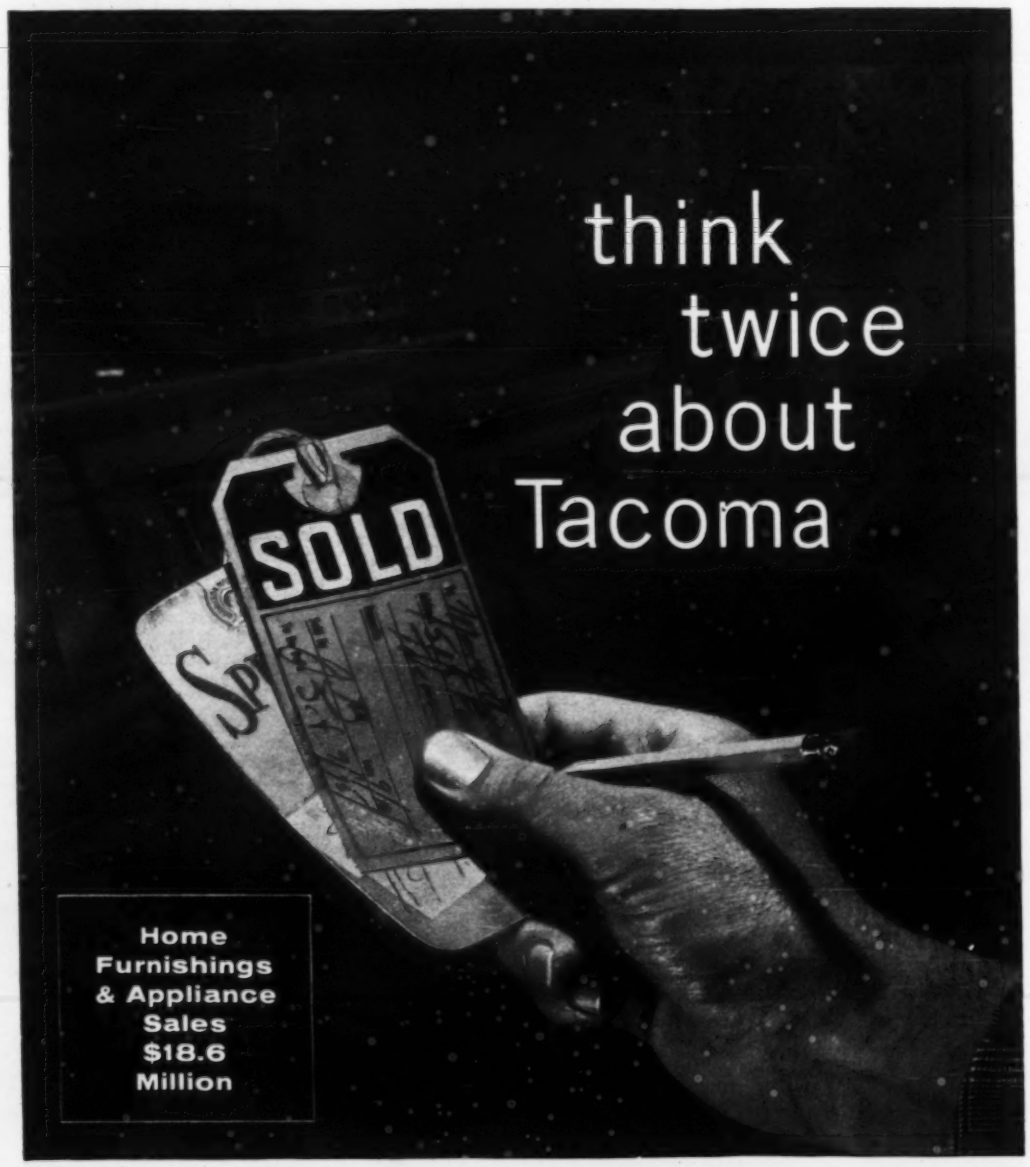
■ The magazine also sought to introduce evidence by Finance Minister Fleming; David Sim, deputy revenue minister; Leon Raymond, clerk of the Commons; and Alan Donnelly of the Canadian Press' Ottawa staff.

During the hearing before Chief Justice Scott in Quebec superior court—where the trial now stands adjourned—the Crown objected to all of the evidence being admitted. The merits of the Crown's case against *Reader's Digest* have not been argued as yet.

When the appeal was heard by the supreme court last May, Francois Mercier of Montreal, Crown counsel, said, "There is no precedent in jurisprudence allowing to bring into evidence speeches made in Parliament in order to prove the purpose and object of a statute even if its constitutionality is being challenged."

■ As a result of today's judgment, the case now reverts to the Quebec superior court for argument on whether the tax is unconstitutional and discriminatory. The Crown's action to collect the tax also is pending in the exchequer court of Canada. #

Planning a promotion in the Pacific Northwest?



Washington State's Puget Sound Circle is a vital, growing, concentrated market. In selling this market, your distribution, sales, and merchandising forces cover both Seattle *and Tacoma*. Your advertising must do the same. That means Tacoma is an essential buy on every Pacific Northwest newspaper schedule!

1. Tacoma *must* be covered if you want full selling effectiveness in the Puget Sound Circle—biggest market north of San Francisco.

2. Tacoma can be covered only by the Tacoma News Tribune—delivering 82.1%* coverage of the metro area. No outside daily (or combination) can provide you with merchandisable coverage in the Tacoma market.

*Newspaper Rates and Data

TACOMA NEWS TRIBUNE—An "A" schedule *must*. Circulation now more than 86,000.
Ask the man from Sawyer-Ferguson-Walker Company.

WHAT CAN 3,200,000 NEW MOTHERS DO FOR YOU IN 1961?

They can boost your sales to a new all-time high.

In 1961, GIFT PAX can sample your product to 3,200,000 new mothers. It will place your samples into the hands of these new mothers right at the hospital bedside, when the impact is greatest.

Gift-Pax®
CONTROLLED PRODUCT SAMPLING
to NEW MOTHERS IN HOSPITALS

A low cost test can be arranged for any area you wish. Phone IVanhoe 5-0660, or write to

Gift-Pax® Inc.
25 Hempstead Gardens Drive
West Hempstead, L. I., N. Y.
United States Canada United Kingdom

Their research proved it!

Eleven major companies * (and there are more to come) have conducted marketing and readership studies, in co-operation with Newsweek. They selected their own samples of customers and prospects.

In every case, Newsweek proved to be the most efficient newsweekly.

For details of these studies, contact your local Newsweek representative, or Charles E. Kane, Advertising Director, Newsweek, 444 Madison Avenue, New York 22, N. Y.

* *Producers of industrial equipment, office supplies, steel, rubber, industrial lubricants, trucks, chemicals, rockets and missiles . . . a construction material association and a national moving van line.*

by industry's own measurements . . . the most efficient newsweekly

Nestle Tests Its 'Hot' Products, Too, Cady Says

Spread of Air Conditioning Boosts Summer Sales of Chocolates, AA Is Told

NEW YORK, Oct. 3—"When you've got a red hot winner, run like hell with it."

This, in a nutshell, is the marketing philosophy of Donald Cady, vp of the chocolate marketing division of the Nestle Co., as expounded to ADVERTISING AGE. He said there are three things to know about the chocolate business: (1) There are two leaders, Hershey and Nestle; (2) "Hershey doesn't advertise, and we do," and (3) Nestle develops its own markets for products.

Donald Cady

Mr. Cady explained that Nestle "spends a great deal of time determining what the consumer wants." For example, the company discovered that Quik, a milk flavoring, was "highly acceptable" to GIs. "It took the kiss of death off condensed milk," Mr. Cady said. At the time, Quik was packaged "in a primitive form" as a ration. Today, Quik and another Nestle product, EverReady cocoa, register sales of more than $9,000,000 each a year—more than the annual sales of the entire company in 1925.

■ Whether Nestle has "a red hot winner" or a product which requires a couple of years to develop, the company uses three test markets in initial test stages, then expands into areas. Triple-Decker bars, for instance, have just been expanded into five "big" areas after two years in test markets.

In test markets such as Fort Wayne, Grand Rapids, Hartford and Syracuse, Nestle shoots for total distribution, but insists on one wholesale warehouse supplying food stores to avoid distribution "overlap" into neighboring cities.

Test markets must also have a "projectable" population—from which Nestle can figure national sales on a per case basis. The company takes into account such things as ratio of younger to older people, bank deposits, bank savings, food purchases and total retail sales.

Until recently, Nestle chocolates were a seasonable item, Mr. Cady said. With the advent of air conditioning, however, the drop-off in chocolate sales in the summer months has been less and less.

Mr. Cady estimated that Nestle sells "better than half" its chocolate bars in food stores. Distribution reaches into drug stores, variety stores, vending machines, newsstands, soda fountains, movie houses, "and even excursion boats," he said.

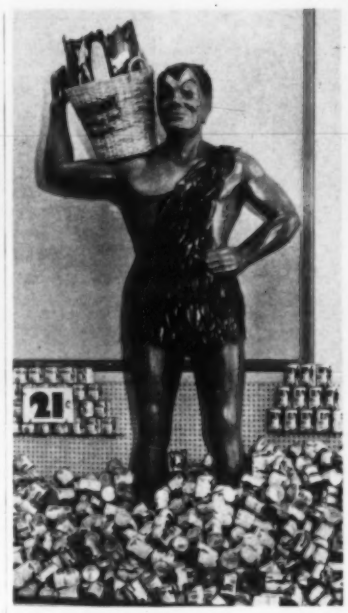
Although the company sinks about $5,700,000 of an estimated annual advertising expenditure of $14,000,000 into spot tv, Mr. Cady said, the company views it as "supplemental and complemental." The basic avenue on which Nestle parades its chocolate message is network tv, he said, via the Roy Rogers show (CBS-TV).

■ Nestle reaches the "recipe-oriented" housewife, particularly in the case of Nestle morsels (which was a $100,000 item in 1937, now is a "multi-million-dollar seller in the same category as big soap products"), through shelter and home service magazines. The company also is fond of tying in with other food products—currently with Pet milk and Pillsbury's bake-off contest.

This sort of advertising "means retailers have a ready-made promotion involving not one, but several high-profit items that build their sales," Mr. Cady explained. It was his contention that it isn't the responsibility of the retailer to push products. "Theirs is a warehousing and pricing function," he said.

The company is going both ways as far as packaging is concerned. In the West, Nestle is running newspaper ads in a seven-state area to plug its new 5¢ Crunch almond and milk chocolate bars. Nationally, the company is pushing its multi-packs, which contain ten 5¢ bars for 39¢.

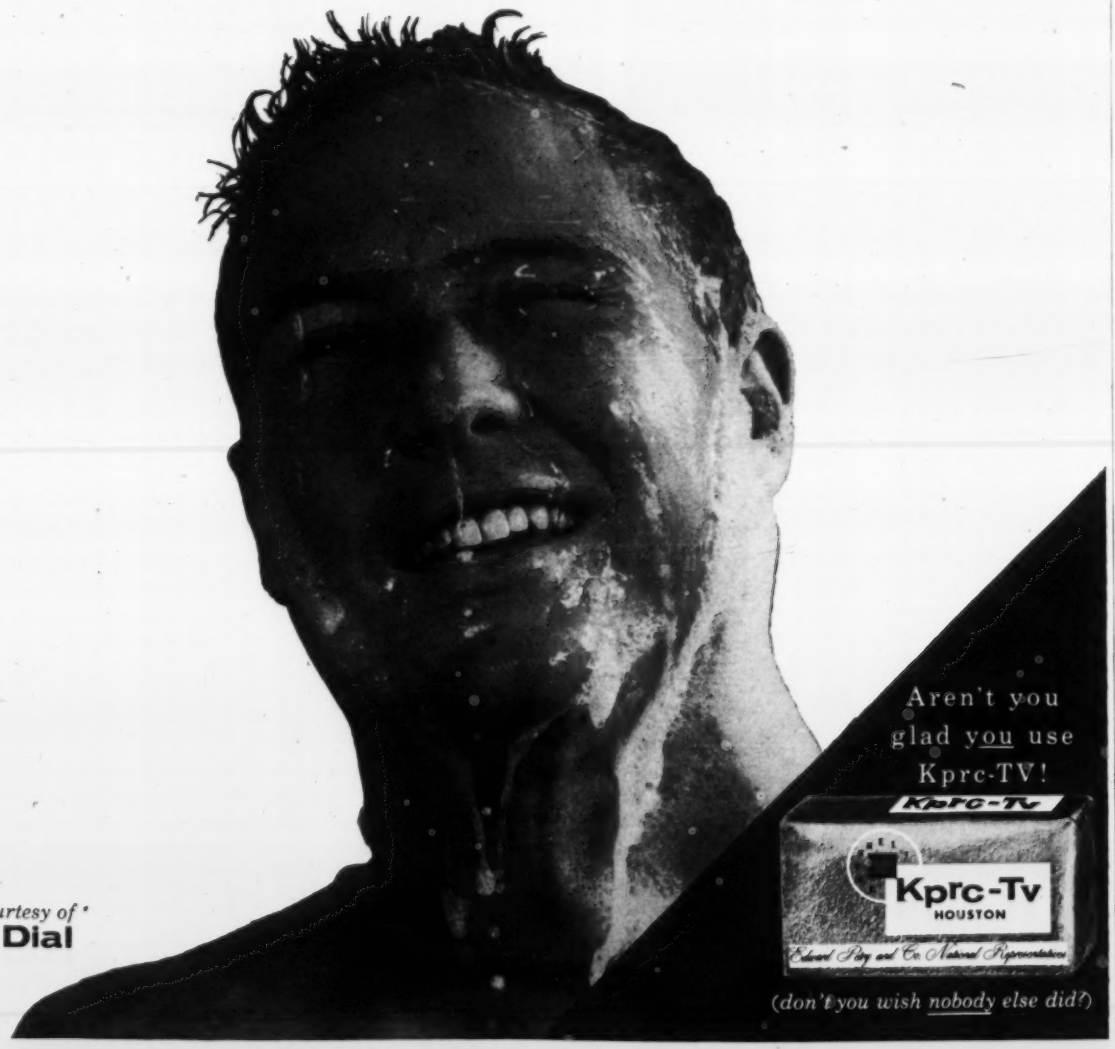
"This is equivalent to a half-pound box of chocolate," Mr. Cady said. "It means the public is now buying bars in wholesale quantities. It's changed the whole market picture." ≠



LIGHTWEIGHT GIANT—*Green Giant Co. is distributing its three-dimensional character to grocers nationwide. The eight-foot giant, weighing only 23 lbs., was molded of Koppers Co.'s Dylite expandable polystyrene by Weber Plastics Inc. of Stevens Point, Wis. It is said to be the largest solid foam plastic display ever made.*

Only Kprc-TV?

Yes, only KPRC-TV. Because only KPRC-TV has CH-2, most effective selling agent put in television. Thousands rely on KPRC-TV and only KPRC-TV to stimulate sales. Only KPRC-TV—the station for people who like results.



Free Press Assn. Buys 'Burlington Free Press'

The 134-year-old *Free Press*, Burlington, Vt., has been purchased by Free Press Assn., headed by J. Warren McClure, formerly business manager and co-publisher of the newspaper. Mr. McClure, who joined the *Free Press* in 1952 as advertising manager, is the new publisher.

J. Warren McClure

David W. Howe, who has controlled the newspaper since 1927, as trustee of the W. B. Howe Trust, has been named associate publisher and will continue to be actively associated with the newspaper.

Avco Boosts DuLong

Robert A. DuLong has been appointed manager of the research and advanced development division of Avco Corp., Wilmington, Mass. Mr. DuLong was formerly presentations manager.

Garfield, Hoffman Adds 1

Park-Ur-Self Sales Corp., San Francisco, has appointed Garfield, Hoffman & Conner, San Francisco, to handle its advertising.

Somewhere South of Jacareacanga...

SEPT 13 PRESS MCGRAWHILL/NY
WILHELM EXBUENOSAIRES COMBEN REPORTED MISSING TWO DAYS IN BRAZILIAN JUNGLE
STP WILL BE BACKSTOPPING HERE MEANTIME ENDIT MURCHISON BUENOS AIRES

SEPT 13 PRESS MCGRAWHILL RIO
SONIA SAMPAIO UNDERSTAND THAT OUR BUENOS AIRES CORRESPONDENT JACK COMBEN MISSING IN PRIVATE CESSNA PLANE SOMEWHERE SIXHUNDRED MILES SOUTH AMAZON NEAR CACHIMBO AFTER TAKING OFF FROM TOWN SOMETHING LIKE JACARAYCAMPO STOP CAN YOU FIND OUT IF BRAZILIAN AIR FORCE LOOKING FOR MISSING PLANE AND ADVISE CABLE STOP MIGHT TRY BRITISH EMBASSY AS HE ENGLISH THANKS WILHELM NEW YORK

SEPT 13 PRESS MCGRAWHILL/NEW YORK
WILHELM BRAZILIAN AIRFORCE ALREADY LOOKING FOR MISSING PLANE BETWEEN JACAREACANGA AND CACHIMBO NO DEFINITE INFORMATION YET MORE LATER
SAMPAIO RIODEJANEIRO

SEPT 13 PRESS MCGRAWHILL NEW YORK
WILHELM SEARCH AND RESCUE SERVICE BRAZILIAN AIR FORCE SENT TWO ALBATROSS AND ONE BBB SEVENTEEN SEARCH JUNGLE BETWEEN JACAREACANGA AIRSTRIP ON TAPAJOZ RIVER AND CACHIMBO AIRSTRIP SOUTH CENTRAL PARRA STATE FOR COMBEN AND TWO OTHERS ABOARD CHARTERED CESSNA MISSING SINCE MONDAY MORNING STOP COMBEN CHARTERED PLANE IN BELEM TO FLY CACHIKBYOIN STOP COMBEN OFFTOOK JACAREACANGA JUNGLE STRIP 0845 MONDAY 240 MILE TWOHOUR FLIGHT STOP UNREPORTED SINCE STOP HE HEADED OVER SOLID JUNGLE WHICH USUALLY CLOSES OVER FALLEN PLANE
JOHNSTON RIODEJANEIRO

SEPT 13 PRESS MCGRAWHILL NEWYORK
WILHELM AIRFORCE SEARCH SERVICE REPORTS SIGHTING COMBENS CESSNA ON GROUND TOWN CREPUITA IN CACHIMBO RANGE 144 MILES SOUTHEAST JACAREACANGA STOP AIRFORCE SAID NONO IMMEDIATE REPORT ON COMBEN WHOSE PLANE APPARENTLY MADE FORCED LANDING
JOHNSTON RIODEJANEIRO

SEPT 14 PRESS MCGRAWHILL/NEWYORK
WILHELM JACK COMBEN FOUND OK IN CREPUITA WENT TO BELEM REGARDS
SAMPAIO RIODEJANEIRO

SEPT 14 PRESS MCGRAWHILL/NYK
RALSTON PROWILHELM REGRET RECENT SILENCE BUT MY PLANE WENT DOWN JUNGLE STOP STAYING GRANDHOTEL BELEM REGARDS
COMBEN BELEM

...is McGraw-Hill

DOMESTIC: American Machinist/Metalworking Manufacturing • Aviation Week/and Space Technology • Business Week • Chemical Engineering • Chemical Week • Coal Age • Construction Methods & Equipment • Construction Daily • Control Engineering • Electrical Construction & Maintenance • Electrical Merchandising Week • Electrical Newsletter • Electrical West • Electrical Wholesaling • Electrical World • Electronics • Engineering and Mining Journal • E & M J Metal and Mineral Markets • Engineering News-Record • Factory • Fleet Owner • Industrial Distribution • National Petroleum News • Nucleonics • Nucleonics Week • Platt's Oilgram News • Platt's Oilgram Price Service • Power • Product Engineering Purchasing Week • Textile World • Western Architect & Engineer • Business Education World • Today's Secretary • **OVERSEAS:** Automobile International • International Management (English, Spanish and Portuguese Editions) • Ingenieria Internacional Construccion • Metalworking Production (Great Britain)

GE Introduces Electric Toothbrush With Heavy Advertising in Chicago

PHILADELPHIA, Oct. 4—An automatic toothbrush will be marketed by General Electric Co. in October in the Chicago area, six New England states and California, backed by heavy advertising to the dental profession and the drug trade.

An extensive consumer advertising schedule will be used in Chicago (including all of Cook County and Lake County, Ind.) beginning Oct. 9 and continuing through fall, but not initially in the other two areas. Advertising is through N. W. Ayer & Son, agency for General Electric's clock and timer department.

■ The new toothbrush is said to clean better than a hand brush. It has no electric cord, is instead comprised of a rechargeable power handle, snap-in, snap-out brushes in different colors for easy identification, and recharging holder with cord and plug for connection to a wall socket. Suggested retail price is $19.95.

Promotion of the automatic toothbrush, being marketed by the dental health section of GE's clock and timer department, is directed to three groups: Dentists, the drug trade and consumers.

■ GE has mailed a 16-page full-color brochure to all dentists in the three areas of initial emphasis. A covering letter contains a special price offer, and dental students will make personal calls on dentists and demonstrate the toothbrush.

B&w spreads are scheduled for five regional professional publications in October. In November, two-color spreads will run in *The Journal of the American Dental Assn.* and *Dental Survey*.

Advertising to the drug trade began Oct. 2.

A b&w insert will run thre times in *Drug Topics*, in three October issues of *American Druggist* and twice in *West Coast Druggist*.

ELECTRIFYING—*This is the second page of an insert appearing in dental publications for GE's new electric toothbrush. It shows the toothbrush in use, and describes the whys and wherefores of its cleaning action.*

■ Consumer advertising breaks in the Chicago area Oct. 9. The Chicago newspaper campaign is comprised of 24 inserts in four daily newspapers. Spot tv will be used over a six-week period, with eighteen 60-second spots running each week. There also will be a b&w page in *Parents' Magazine* for November, Illinois circulation only. The product bears *Parents'* seal of commendation. All consumer advertising points up the brush's built-in brushing action (it moves through a stroke 3/16" in length), which overcomes common failings of hand brushing, according to the company. #

'Sunday Republican' to 25¢

The *Sunday Republican*, Waterbury, Conn., has increased its price from 20¢ to 25¢.

Feemster Blasts FTC Inroads on Freedom of Ads

NEW YORK, Oct. 3—Paraphrasing the Bible, "For what profiteth it a nation if it gaineth the whole world and loses its own soul," Robert M. Feemster, chairman of the executive committee of Dow Jones & Co., last night delivered a scorching denunciation of government encroachments on the freedom of advertising at a dinner meeting of the New York chapter of the Assn. of Industrial Advertisers.

Beginning his speech with his right hand raised in a gesture generally associated with a pronouncement of "peace," Mr. Feemster launched into a blistering attack on what he termed "the broad witch hunt" being currently beamed at all advertising by the Federal Trade Commission.

■ "Perhaps Americans' biggest problem today is they don't know whether Russia or the government is their biggest enemy," said Mr. Feemster in preface to his question, "How many of you in this room know that more than 200 bills of major interest to the advertising industry—your jobs—were filed during the past session of Congress?"

A former chairman of the Advertising Federation of America, Mr. Feemster related how the AFA's Washington office is attempting to represent the interests of all segments of the advertising business to Congress and the White House.

He also mentioned the joint efforts of the AIA, AFA, and Assn. of National Advertisers in presenting, before the Senate subcommittee on defense, a unified front of opposition to advertising restrictions contained in the defense appropriations bill originally reported out of the House earlier this year.

■ Acknowledging that the bill which finally became law "is far from satisfactory insofar as defense advertising is concerned," Mr. Feemster pointed out that "only the informed, unified action of advertising spokesmen representing all fields" keep the original proposal from becoming law.

In relating incidents relative to the defense advertising restrictions in the original House bill, Mr. Feemster commented on "an insidious new technique" being used to give the government more and more controls. "The rider—tacked on at the last minute to a major bill which is basically sound, and which must be passed," is the method being used, according to Mr. Feemster.

Urging the audience to "get mad, find out your existing rights under law—and then fight for them," Mr. Feemster queried the audience: "How many of you know your actual rights in the advertising business, under existing FTC regulations?" No one raised his hand. #

Owens Appoints Johnson

Jane A. Johnson has joined Owens & Associates, Phoenix, as creative director. Mrs. Johnson was formerly sales promotion manager of Steinbaum & Associates, Los Angeles, developer of a $2,500,000 apartment development.

Brown Joins 'Show'

Warren S. Brown, formerly assistant circulation director of *Esquire*, has been named circulation director of *Show*, New York. Charles Mandel, previously with the *New York Post*, has joined *Show*'s sales staff.

"Well, we decided one thing, anyhow:
we include Charleston-Huntington and WSAZ-TELEVISION."

Here are the sound, dollars-and-cents facts that make this decision *for* you! The dynamic Charleston-Huntington market includes 4-states, 72-counties in the very heart of the "American Ruhr" region of the great Ohio Valley. Here there are nearly half a million homes and over two million industrious people spending $4 billion a year. And the only television station seen everywhere in the entire market is WSAZ-TELEVISION. And no wonder! WSAZ-TELEVISION *created* this market through its power and programming. For more about this newest Goodwill Station, and why it belongs on your must-buy list, see your Katz Agency man.

WSAZ TELEVISION
CHANNEL 3 CHARLESTON - HUNTINGTON
DIVISION: THE GOODWILL STATIONS, INC.

Men who sell the West with Sunset

United Air Lines' "Pat" Patterson says–

"SUNSET IS A DIRECT ROUTE TO THE BEST TRAVEL CUSTOMERS IN THE WEST AND HAWAII"

William Allan Patterson was born in Hawaii and spent his youth in the West. Here he joined the pioneer company which was to become United Air Lines, whose president he has been since 1934. With its recent acquisition of Capital Airlines, United is now the nation's largest airline.

United Air Lines has been a continuous advertiser in Sunset since 1933. "It's like using a rifle instead of a shotgun," says the energetic Mr. Patterson. "It takes us right to that selective group of Westerners who fly the most. Before the Capital merger, the West and Hawaii gave us 60% of our business, and are still a major market. Sunset always has been our primary medium in the region."

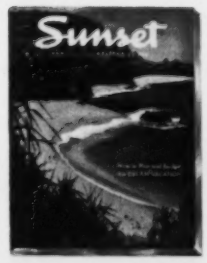
Yes, air travelers are still a selective market; less than a third of U.S. adults have ever taken an airline trip. But 70% of Sunset's readers have traveled by air, 40% have been to Hawaii. And Sunset readers hold eight times as many foreign travel passports per capita as the Western average.

It's not just travel. The total environment of Sunset links *all* significant interests of Western Living together. It helps readers to design, remodel and landscape their homes; suggests how to entertain in those homes; provides food ideas for the entertaining. And when its readers get away from home, Sunset suggests where to go, what to see, how to get there.

Mr. and Mrs. Patterson have lived in Chicago for nearly twenty years, but recently bought a California desert hideaway. "So," says Mr. Patterson, "we're taking Sunset again. It's full of good ideas on outdoor living. I only wish it could help my golf game as much as it does our airline."

Sunset writes about ideas that put excitement in Western Living. That's why 2,000,000 Westerners read it religiously and respond to its advertisers. That's why *your* advertising belongs in Sunset. As Mr. Patterson says, it is a *direct route* to the best customers in the West and Hawaii.

"Sunset has done more than any other magazine to stimulate travel to Hawaii," says S. R. "Speed" Newman, United's Western Regional Sales Manager, as he and Mr. Patterson discuss advertising plans for 1962.



THE MAGAZINE OF WESTERN LIVING **Sunset**

LANE MAGAZINE COMPANY, MENLO PARK, CALIFORNIA

Fees Replacing Commissions Okay if They Don't Bring Price War: McRobie

Cockfield Exec, Chosen New President of CAAA, Warns of 'Jungle' Tactics

STE. ADELE, QUE., Oct. 3—Profits, personnel, professionalism and standards of practice were main topics at the annual meeting of the Canadian Assn. of Advertising Agencies at the Chanticler here last weekend.

The possible replacement of the agency commission system by a fee basis would open a new area of competition—price competition, Donald R. McRobie, new president at CAAA, and president of Cockfield, Brown & Co. Ltd., told the association. *(For a profile of Mr. McRobie, see Page 65.)*

Such competition, he said, is at the core of free enterprise and he welcomes it "provided that the nature of the services we render is appreciated at its true value and provided that the function of the advertising agency is understood and respected at the professional level.

"[But] if competition between agencies should be allowed to degenerate to a discount house, cut-rate level, it would be no time at all before most of the ill-conceived criticisms that have been directed at us would be justified, and we would be operating in a jungle."

■ Mr. McRobie said that the crisis of the moment often brings the temptation to "act less like creative professionals than like somewhat pretentious brokers." He alluded to the many campaigns which represented the lowest common denominator of committee thinking. "Respect," he said, "is accorded only to those who deserve it. And I believe that this means that we must earn it first internally. We must earn it through well-founded confidence in our competence—by a professional respect for our calling."

The association changed the format of its annual meeting, which traditionally includes outside speakers, and broke up into discussion groups to analyze the chief problem areas facing agencies today. The 80 delegates who participated recommended more time for similar work at next year's convention.

■ The decline in profits was emphasized by a statistical study of agency financial operations over a 10-year period presented by Campbell, Lawless and Punchard, chartered accountant, and J. D. Wood & Gordon, management consultant.

The answer to the profit problem suggested in discussion groups was a combination of measures to develop a more realistic fee structure for services provided outside the regular media commissions; further development of personnel training and professional standards; and constant attention to cost reductions in agency operations.

A draft of a new standards of practice book for agency operations was submitted to the board and is expected to be published shortly.

■ The revised edition will provide more detailed definition of the services which agencies should provide under the media commission system and the recommended agency procedures for charging commissions or fees for other agency services.

The success of the association-sponsored course in advertising now being offered in Montreal and Toronto was indicated in a report of 144 students participating, and a decision to establish a seminar for agency principals based on agency management problem studies developed for fourth-year students.

A poll indicated a 100% desire to participate in the suggested seminar which would be a two-day session conducted by senior instructors of the course. The project will be developed by H. D. Roach, president of McKim Advertising Ltd., and liaison chairman of the course.

■ There is need to attract more and better qualified recruits for the advertising industry, it was reported. A recommendation was made to the incoming board to consider a plan to provide an effective method of telling the advertising story to university seniors and, if advisable, to establish a personnel placement service for people seeking work in the agency field. *(For another view of this problem see editorial on Page 18).*

McROBIE ELECTED CAAA PRESIDENT

STE. ADELE, QUE., Oct. 3—Donald R. McRobie, president of Cockfield, Brown & Co., Montreal, yesterday was elected president of the Canadian Assn. of Advertising Agencies at the organization's annual meeting here.

He succeeds Warren Reynolds, president of Ronalds, Reynolds & Co., Toronto, who remains an officer of CAAA.

Other officers: James E. McConnell, president, McConnell, Eastman Co., 1st vp; Kenneth G. Anderson, president, Walsh Advertising Co., 2nd vp; and R.C. (Bob) Baker, exec vp of Baker Advertising Agency, secretary-treasurer. Other directors: W. H. Erskine, J. Walter Thompson Co.; Harry E. Foster, Foster Advertising; W.P. Hayhurst, F.H. Hayhurst Co.; J.D. McNie, Russell T. Kelley Co.; John M. Milne, Pemberton, Freeman, Mathes & Milne; A.A. Muter, Muter, Culiner, Frankfurter & Gould; E.V. Rechnitzer, MacLaren Advertising Co.; H.D. Roach, McKim Advertising; John G. Rowland, James Lovick & Co.; H.F. Stanfield, Stanfield, Johnson & Hill; and Bryan Vaughan, Vickers & Benson. #

Ross Roy Names Neall Senior VP, Group Head

Ross Roy-BSF&D, Detroit, has appointed Joseph R. Neall senior vp and group supervisor.

Joseph R. Neall

Mr. Neall, formerly vp and account executive, has been with the agency nine years. Prior to joining Ross Roy, Mr. Neall's experience included eleven years with the J. L. Hudson Co., Detroit.

WFIL, WFIL-TV Boost Hyland

WFIL and WFIL-TV, Philadelphia, have appointed John J. Hyland director of advertising and promotion, succeeding Macey I. Schaffer, who has resigned. Mr. Hyland was formerly publicity director.

WABC to Daniel & Charles

WABC, New York, has appointed Daniel & Charles to handle its advertising. Daniel & Charles already represents the ABC Radio owned stations account. WABC had no previous agency.

SIGNING—*Putting the final signature on papers merging their two agencies are H. W. Stoetzel (left) and Charles Farran.*

Griswold-Eshleman Acquires Stoetzel as Chicago Outpost

CLEVELAND, Oct. 3—Griswold-Eshleman Co. here and Stoetzel & Associates, Chicago agency, have merged, effective Oct. 1. The merger involved an exchange of stock and the Chicago operation becomes a wholly-owned subsidiary of Griswold-Eshleman.

Griswold-Eshleman is currently billing at a rate in excess of $12,000,000 and expects billings to rise to $14,000,000 annually with the acquisition of Stoetzel, according to Charles Farran, president of Griswold-Eshleman.

Herbert W. Stoetzel, president of Stoetzel & Associates, will continue as chief executive officer of Stoetzel, and all executives and employes of Stoetzel will remain in their present posts.

■ Commenting on the merger, Mr. Stoetzel said, "Through this merger we will be able to make available immediately to our present clients and prospects a much broader, more comprehensive market planning and promotion facility. We believe that by taking this step, we are greatly enhancing both our service potential to existing clients and our growth prospect in one of the nation's leading marketing areas."

Mr. Farran stated: "In the past two years, Griswold-Eshleman has greatly expanded the scope and depth of its account service facilities, to provide complete market planning for its clients. Establishing a Chicago office for our company will give us the means to apply this market planning service over a wider geographical area. We anticipate substantial agency growth as a result."

■ Griswold-Eshleman was founded in 1912 and retains today its first two accounts, Union Metal Mfg. Co. and Lincoln Electric Co. It now handles marketing programs for clients in ten states and Canada, including B. F. Goodrich; Sherwin-Williams; General Electric's large lamp division; Anaconda Aluminum; Addressograph-Multigraph; Carrier Corp.'s Bryant Mfg. division; three divisions of McGraw-Edison Co.; Cooper-Bessemer Corp.; General Fireproofing; Goodrich-Gulf; Warner & Swasey; and Society National Bank.

Stoetzel was founded in 1922 and among its accounts includes Controls Co. of America's control switch division; Magnaflux Corp.; Dumore Co.; Creamery Package Mfg. Co.; Ideal Industries; and Patent Scaffolding Co. #

Bubble Up Names Campbell-Mithun

PEORIA, ILL., Oct. 5—Loose ends on one of 1961's most tangled account switches were tucked away this week when Bubble Up appointed Campbell-Mithun to handle its national advertising. The advertiser has been without an agency since last August when it severed its connection with Murphy Associates, Los Angeles (AA, Aug. 21).

Complication in this account change arose from the fact that in addition to handling Bubble Up, Murphy Associates had been handling Coca-Cola Bottling Co. of Los Angeles, which was also the franchise bottler for Bubble Up in that area.

Last April, it was announced that Joe Murphy, head of the agency, was taking his $1,000,000 Coca-Cola Bottlers account to McCann-Erickson and that Bubble Up would continue to be handled by his agency, which continued in operation. At that time, Bubble Up said it was satisfied with the arrangement.

■ However, in August, when Bubble Up severed its relationship with Mr. Murphy's agency, Mr. Murphy complained that he had been "squeezed out" of McCann. It developed that the announcement in April had been premature, and that negotiations for McCann to acquire Mr. Murphy and the bottler's account had not been finalized. As it turned out, however, McCann got the account and Mr. Murphy was out of the agency, out of the Coke bottler's account and also out of Bubble Up (AA, Aug. 28).

Bubble Up bills about $500,000 nationally, $250,000 of it in Los Angeles, where the account is handled by Honig-Cooper & Harrington. Bubble Up is a lemon-lime drink with distribution through 500 bottlers in 48 states. Its most spectacular growth has been in Los Angeles in the past few years.

■ In announcing the new agency appointment, Ben Koch, president of the company, said, "We are on the verge of a new marketing era for Bubble Up . . . Our present plans call for adding at least 150 new bottlers in the next year, and for opening several of America's largest metropolitan centers. We feel we have reached the point where we are big enough to avail ourselves of the services of one of America's leading advertising agencies."

The company said it chose Campbell-Mithun because of the agency's heavy experience in mass-market products, "particularly 'fun foods'—for example, beer (Hamm's), ice cream and milk (American Dairy Assn.), cookies and snacks (Pillsbury), and frankfurters (Wilson)." #

U. S. Tobacco Tests Skis, New 'Minthol' Brand, in 2 Markets

(Picture on Page 1)

NEW YORK, Oct. 5—U. S. Tobacco Co. this week began testing a new cigaret, Skis, which it calls a "minthol." Robert J. Steinle, ad manager, said "minthol" is "a new combination of mint and menthol never used before."

Donahue & Coe is advertising the new brand in two markets, Cleveland and Dallas-Fort Worth, as a cigaret "chilled in a minthol fog." Skis is a blend of 12 different tobaccos. King-size filters, they come in packs "echoing" the typical menthol green.

Mr. Steinle said consumer reaction so far has been excellent, and the test schedule is planned to run through December.

U. S. Tobacco is using a total of 12 tv spots a week on WJW-TV and KYW-TV, Cleveland. Commercials are 20 and 40-second units, all in Class A time. The Cleveland tv campaign, which began this week, will be supported Sunday by a two-color page in the *Plain Dealer's* roto section. The print ad will run roughly every other week to the end of the year.

In the Dallas-Fort Worth market, the company is using a regional edition of *Life* (Oct. 6), and will be in the magazine about every other week through December. In addition, Skis has scheduled a No. 100 showing of two-color, 30-sheet outdoor ads. #

Glenn Acquires Goodrich Agency

DALLAS, Oct. 3—Glenn Advertising has acquired Dan Goodrich Advertising. The financial arrangement was not disclosed.

Mr. Goodrich, who will become a vp of Glenn, will be in the agency's industrial advertising division. He brings an estimated $250,000 of billing with him.

They are Harbison Fischer Mfg. Co., Fort Worth, oil well pumps: chemical division of Crossett Chemical Co., Crossett, Ark., drilling muds and fluids; Fritz W. Glitsch & Sons, Dallas, refinery apparatus; Mullins Mfg. Co., Dallas, recording instruments; and J. P. Neill & Co., Dallas, pipeline contractor.

Mr. Goodrich established his agency in 1947. During his more than 20 years in advertising he has been with two other national advertising agencies—McCarty Co., Los Angeles, and McCann-Erickson, New York. #

Peters, Griffin Elects Griffin President-Television

Lloyd Griffin has been elected to the new post of president-television of Peters, Griffin, Woodward, New York.

Lloyd Griffin

Mr. Griffin, formerly vp and director of television, joined the company's Chicago office in 1945. He was elected a partner four years later and was transferred to New York in 1951. H. Preston Peters will continue as president and chief executive officer of the corporation.

bionics

bionics

bionics

Bionics is the new technical name for the love affair between Electronics and Biology . . . a union that may soon produce a remarkable offspring.
Recently, Electronic News covered the 2nd annual Bionics Symposium at Cornell University. One exciting new concept discussed was an electronic system which may eventually match the human nervous system in versatility and compactness . . . and thus lead directly to a computer that will make decisions without being told how to make them.

This news of electronics was published first in Electronic News, the industry newspaper that habitually publishes the news of electronics first. That's why people in the industry — from design engineers to company presidents — read it regularly.

THE BIG DIFFERENCE IS
NEWS

Doniger Ress Strauss

OUT FOR ACTION—*William Doniger, president of McGregor-Doniger, checks a point of the sportswear maker's 1962 "Total Action" push with Charles Strauss, advertising manager, and Irwin Ress of McCann-Erickson.*

McGregor-Doniger Aims $1,750,000 Ad Barrage at Multiple Men's Wear Sales

Moment of Sale Is Time to Sell Matching Items, via Displays, Print Ads

By Robert Heady

NEW YORK, Oct. 6—In the men's wear field, one thing Bill Doniger likes to shoot for is that "moment of decision"—those few seconds when a retail sales clerk poises his pencil and asks: "Will there be something else?"

"We want to convert that moment into a multiple sale," said Mr. Doniger this week, as the McGregor-Doniger president fast-stepped his way into a headquarters showroom. "Counters, store windows—anywhere a customer can make a decision—that's where we aim." He slid a cluster of garments along a pipe rack, plucked three ensembles and plopped these on a table.

"See? From caps to socks, it's all here," he explained, as he trumpeted retailers' 1962 chances of selling matching McGregor items in colors like "waterhole blue," "fairway green," and "in-bounds gray" ("It's a terribly important color in some areas").

"How to hook into a second sale—that's our basic premise behind this merchandise coordination. It's not difficult to sell more to your customer when his wallet is already open. What's more, we start with the concept that no one likes to go around half naked."

■ Then the balding, sales-conscious executive teed off on McGregor's 1962 spring promotional drive. "It will have a 'total look of action' with four 'looks': Golf, sailing, tennis and water sports. We've watched this 'action' business for some time. Look at what bowling did for Brunswick; look at boating, at some of the others. All the industries catering to action are prospering."

McGregor's agency, McCann-Erickson, has packed a $240,000 magazine portion (February through May) with motion. In place of the usual reclining or casual-stance male models, each of the 33 four-color pages combines a group of illustrations suggesting action. A golf ad, for example, has seven sketches that plug an "X-stretch process" from cotton and Du Pont nylon. En masse, the rough-type handlings convey an animation feel.

■ Said Mr. Doniger: "I used to make trips to Europe, scout for artists, and come back with the campaign pretty well canned. Not any more." McCann-Erickson, he added, interviewed 78 artists on the 1962 talent hunt before tapping Marbury Brown, a New York magazine illustrator.

The spring media roster will include *Esquire, Golf, Holiday, Life, The New Yorker, New York Times Magazine, Playboy* and *World Tennis*. Accents will be on a jacket with in-woven drizzler jacket (a company "basic" since the design bowed in 1953); a cardigan line; "power shoulder action shirts"; X-pan hidden-mesh shirts and jackets ("We hear we can patent it"); shorts, swim trunks, slacks, blazers; and Bermuda shorts—with magnetized golf ball markers that snap on belt buckles.

■ A $20,000 newspaper campaign set for 10 "research tested" markets before Christmas will be "extended" on an "experimental" basis to 24 markets next spring at a cost of $40,000. Ads will be two-color, 1,000 lines, and paid for by McGregor. They will underscore a McGregor rule: No cooperative advertising.

Charles Strauss, advertising manager, summed it up: "Behind closed doors, even some stores will tell you that they, as well as a manufacturer, can lose identity under co-op. Today, important stores are using our brand name, and at the same time we're controlling our merchandise presentation. Sure, we've seen the rise in national ad costs—it's been more than retail—but we've met those costs."

■ McGregor considers some of its other advertising as perennial "musts" that "help retain our leadership." One example is a $200,000 back-to-campus campaign in late August; several magazines are used but the traditional kicker is a four-color *Life* spread ("millions are riding on this one"). Another is a pre-Christmas stint fortified by a $100,000 color spread in *The Saturday Evening Post* (including the inside front cover), two pages in *Sports Illustrated*, and a page in *Esquire* (opposite a Du Pont page). Other McGregor targets are Father's Day, Valentine's Day, fall season (outside the campus caper, and slugging outerwear) and resort (after Christmas).

Together with mats, point of sale materials and brochures, the magazine and newspaper campaigns push McGregor's ad outlay to about $1,750,000. Trade advertising is used in special situations; there is no set schedule. McGregor has no wholesalers.

■ The way McGregor develops its ad budget is "not like most companies," according to Mr. Strauss. "We're inductive, not deductive. That is, we fit advertising to a situation; the merchandise idea comes first. That's because fashion is the name of our game, and we build our advertising one brick at a time." Promotional ideas, he said, are submitted regularly by McGregor product managers "almost like songwriters handing their work to a Tin Pan Alley publisher and asking: 'Can you publish it'?"

One of the ways McGregor "hopes to go to $60,000,000" is by new stress on the "youth market"—which the textile industry has pretty much agreed is the sales wave of the future. Already representing 50% of the entire sportswear market ("It will total $12 billion by 1970"), the youth group also comprises 40% of total men's wear volume ("$30 billion by 1970"). Some marketing men have talked about "one youth group" or "several," but McGregor outlined it this way: A "student" market, age 13 to 17; a "university" market, age 18 to 24; and a "young urban adult" group, age 25 to 30.

■ Current estimates by McGregor put its share of market ("for those 'areas' we sell in") at about 10%. The company added that it is in an industry where "no one owns a big slice—and no one else in sportswear has as much as 10% where we operate." Outerwear makes up a third of McGregor sales. #

York Bows in N. Y. and Chicago Markets

NEW YORK, Oct. 4—P. Lorillard Co.'s new York cigaret—which will compete with American Tobacco's Pall Mall—today started distribution in Chicago and New York.

ADVERTISING AGE first reported the "first imperial-size cigaret" in its Aug. 21 issue.

The move into the Chicago and New York markets—which Lorillard said account for about 15% of all cigaret sales—followed tests in Milwaukee and Rochester. York, a non-filter, is three-eighths of an inch longer than king size.

■ The campaign in Chicago broke in the *Sun Times, Tribune, News* and *American* this week. The dailies are carrying two-color ads 1,750 lines to full pages. The Chicago newspaper schedule will run for three weeks. New York papers will carry York copy for four weeks.

On the broadcast side, there will be about 200 radio spots a week for four weeks in Chicago and about 30 tv spots weekly for 13 weeks. The York radio schedule in New York is planned for six weeks and the tv schedule for 13 weeks.

Lennen & Newell is the agency.

NBC Asks Stations to Take 20% Cut on 6 Bonus Shows

NEW YORK, Oct. 5—NBC-TV has asked its affiliates to accept a 20% reduction in compensation on six daytime programs which are sold under the "bonus sale plan."

In a letter to stations, Thomas E. Knode, station relations vp, said the network could not continue to "eat" the costs of the incentive plan which offered sponsors five quarter-hours for the price of four in certain shows. Heretofore, NBC had absorbed full cost of the "free" quarter-hour, but the letter requested that stations begin sharing the burden as of Nov. 1. The letter followed a closed circuit telecast in which Walter Scott, exec vp, made an initial pitch for stations' cooperation.

The shows sold under the bonus plan include "Say When," "Jan Murray Show," "Young Dr. Malone," "From These Roots," "Make Room for Daddy" and "Here's Hollywood." Instituted last year, the plan is viewed by the network as a temporary expedient.

■ The request for affiliate participation in the plan was made because of the "bargain basement pricing of our competitors," the letter said. The stations were asked to share the time costs, but the network explained that it would continue to shoulder the "whole burden of competitive pricing on program charges."

Coincidentally, CBS this week announced an SRO status for its morning minute plan, which offers lower cost, rotating minute-participation sponsorship in the network's 10 to 12 a.m. (EDT) shows Monday through Friday. A total of 28 sponsors, including Lever Bros. and Excedrin, have been signed.

Mr. Knode said that even with the change, NBC affiliates will still receive higher compensation for daytime shows than the other networks—4% higher than CBS and 31% higher than ABC.

■ NBC cautioned its affiliates that if they did not choose to share the cost of the bonus plan, the alternatives would be to "reduce daytime rates across the board, cut back drastically on daytime programming, adopt a CBS-type of rotating minute operation with substantial rate and compensation cuts, or go to a combination of these steps." #

Habitant Soup Sets Three-Media Drive

BOSTON, Oct. 3—Habitant Soup Co. has launched a market-by-market promotion for Habitant home-cooked style soups with national distribution as its goal.

It has scheduled 3,800 lines in the *Telegram Gazette*, Worcester, Mass., for the next five weeks and 600 and 1,000-line ads in 17 major market cities in the New England area, plus 1,600-line two-color ads in Boston newspapers.

The company is using 20- and 30-second spots on 23 radio stations in this region and will do the same through tv outlets after the first of the year. Similar promotions are planned for upstate New York, Detroit, Chicago, Minneapolis and Milwaukee.

Charles F. Hutchinson Inc. is handling the campaign. #

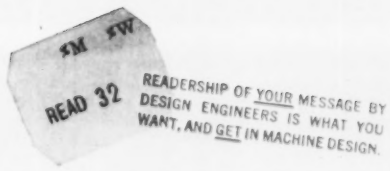
Stone Kahl West

RESEARCH TRIO—*Swapping views at the annual meeting of the Advertising Research Foundation in New York were H. A. Stone, Daniel Starch Inc.; Bob Kahl, Borden Co.; and Don West, Redbook (see story on Page 1).*

Deckinger Weil Weilbacher Gerhold Marzoni

QUINTET—*Among those at the ARF annual meeting were Larry Deckinger, Grey Advertising; Gilbert Weil, general counsel, ARF; William Weilbacher, Dancer-Fitzgerald-Sample; Paul Gerhold, Foote, Cone & Belding; and Pettersen Marzoni Jr., Associated Merchandising Corp.*

advertising manager or design engineer?



BPA MDP MACHINE DESIGN

He's an ad manager . . . keenly aware that what he *doesn't* know can "kill" him. He must be an expert in a *dozen* areas . . . trade shows, space campaigns, direct mail, contests, photography, art, printing . . . whatever is needed to promote, promote, promote. The design engineer must be a multi-expert, too. Keeps pace with advancements in electronics, pneumatics, fastenings, drives, coatings, materials . . . *whatever* is needed to improve, improve, improve. To move ahead in *either* field you must keep ahead in *all* areas. The design engineer does it by reading MACHINE DESIGN, the magazine that serves the *total* spectrum of his needs and problems. How do you?

A Penton Publication, Penton Building, Cleveland 13, Ohio

TASTE PAYS OFF

For all of the disillusioned souls who feel that the special, the unusual, the subtle simply doesn't pay off, we have a message to cheer you:

For the past 2½ years we have had a circulation gain!!!

August was our 29th consecutive month ahead. This means the public has consistently supported our "UPP"*.

September Bazaar closed with the largest revenue in our 94 year history.

October will be one of the largest revenue issues we've ever had.

*Unique Publishing Philosophy.

BAZAAR the taste that sets the trend.

Veronis Du Pont McEvoy

BEFORE BREAKFAST—*John J. Veronis, new advertising director of Ladies' Home Journal, and Mrs. Nicholas Du Pont laugh at a quip by Newman F. McEvoy, senior vp and media director of Cunningham & Walsh, at Journal breakfast presentation in New York which previewed the October issue.*

Sterling TV Names Abrams

Elliott Abrams has been promoted from general sales manager to the new post of vp in charge of syndication sales of Sterling Television Co., New York, tv film producer-distributor.

Cazanov Joins Animation

Sherwin Cazanov, formerly with Jules Fielding & Associates, has joined Animation Inc., Los Angeles, as production manager of the company's animated and live action departments.

Wilno to Atherton-Privett

Wilno Kosher Sausage Co., Chicago, has appointed Atherton-Privett, Los Angeles, to handle West Coast advertising for its line of knockwurst, bologna, salami and franks.

Sandura Elects Jacob VP

Carroll F. Jacob, marketing assistant to the president of Sandura Co., Jenkintown, Pa., manufacturer of Sandran floor coverings, has been elected vp of marketing, a new post.

Courtney Joins Davis Studios

Jack Courtney, formerly with Hixson & Jorgensen, has joined Elgin Davis Studios, Los Angeles graphic art studio, as a member of the client service group.

Bell Joins May-Mart

Gordon Bell, formerly with California Transit Advertising Co., has joined May-Mart Inc., Los Angeles printing company, as general sales manager.

Rice Named Senior VP

Jack E. Rice Jr. has been appointed a senior vp of Cunningham & Walsh, New York. Mr. Rice is in charge of new business development.

50% MORE READERS for your highway signs

"Codit" Reflective Liquid gives your highway "tacker" signs the power to impress motorists at night—without the cost of lights! Signs reflect light from oncoming cars. You get 50% more readers than with daytime-only signs, because ⅓ of all traffic travels after dark.

WRITE FOR FOLDER AND FREE DEMONSTRATION SAMPLE

CODIT® BRAND REFLECTIVE LIQUID

Minnesota Mining & Manufacturing Co. 3M
Dept. RCW, St. Paul 6, Minn.

New Dunn Textbook on Advertising Field Is Published

NEW YORK, Oct. 3—S. Watson Dunn, professor of journalism and marketing at the University of Wisconsin, is author of a newly published textbook on advertising.

"Advertising: Its Role in Modern Marketing" ($8.85) was published last week by Holt, Rinehart & Winston.

Among the newer developments covered in the book, the author says, are: "(1) Increasing tendency to view advertising as part of the marketing and communications mix; (2) greater emphasis on motivation and operations research; (3) increase in use of advertising to build brand, corporate and store images; (4) growth of the brand-management concept; (5) increasing use of communications concepts in formulating creative strategy; (6) experimentation with new presentation techniques in television and radio; (7) extensive use of television in the media mix; and (8) the significant increase in international advertising."

■ Every text on advertising must offer a definition of the subject; Mr. Dunn's is: "Advertising is paid, non-personal communication through the various media by business firms, non-profit organizations or individuals who are, in some way, identified in the advertising message."

Mr. Dunn is also author of "Advertising Copy & Communication." ≠

Beckman Adds Liquor Group

Beckman, Koblitz Advertising, Los Angeles, has been appointed agency for a group of 35 retail liquor stores who have joined in a cooperative ad arrangement to market a line of liquors under the Medallion label. The Medallion Stores group has budgeted $100,000 for a preholiday newspaper campaign in the Los Angeles market.

Neale Adds Tower Hotels

Tower Hotels, operators of the Desert Inn, Palm Springs, has named Neale Advertising Associates, Los Angeles, as its agency. A winter newspaper campaign is planned in major U. S. cities.

Wilkins to Carnation

George O. Wilkins, formerly with Penney & Bennet publicity company, has joined the public relations department of Carnation Co., Los Angeles.

Heublein Tells Stock Option Plan That Attracted Hart

HARTFORD, Oct. 3—Heublein Inc., marketer of Smirnoff vodka, revealed last week the terms under which Ralph A. Hart, formerly exec vp of Colgate-Palmolive and president of Colgate International, joined the company as president last June.

In a recapitalization plan which recommended a 3-for-1 stock split (to be voted Oct. 19), Heublein said, Mr. Hart was granted an option to acquire 12,000 shares of common stock (par value, $5 per share) at $59.13 per share. Over-the-counter bid and asked prices at the time were $60 and $64 respectively.

Mr. Hart must exercise the option, subject to adjustment for the proposed stock split, on 6,000 shares by June 1, 1963; on 1,500 shares the following year; and 1,500 shares in 1967. The option expires May 31, 1968.

Heublein also agreed, in lieu of regular retirement benefits under its pension plan, to pay Mr. Hart "an amount equal to $20,000 for each year he is employed by the company, payable in monthly instalments to him or his widow over a period of ten years from the time he ceases to be employed by the company."

■ While Mr. Hart's undisclosed salary was lumped in with "directors and officers of the company as a group" who earned a total of $488,557, Heublein reported that top direct remuneration last year went to Frederick E. Chapman, director and senior vp, and Edward G. Gerbic, director, senior vp and top advertising executive. Each earned $67,309. John G. Martin, chairman and chief executive officer, earned $64,809.

The company, which aims to push Heublein sales to $500,000,000 "within 10 years," said in its annual report that net sales for the fiscal year ended June 30, 1961, were $108,281,236, compared with $103,168,562 the year before. Net income was $3,814,410, as against $3,555,660.

Heublein put its "cost of sales" at $80,418,739, compared with $78,028,396 the year before. Selling and advertising expenses worked out at $16,088,635, as against $14,276,394. #

Smith/Greenland Adds Cary Syrup; Appoints Four

Smith/Greenland Co., New York, has been appointed by Cary Maple Sugar Co., St. Johnsbury, Vt., to handle advertising for Cary's Gold Cup 100% pure maple syrup.

Smith/Greenland also has named four persons to its staff. Thomas Rondell, formerly with William Esty Co., has joined the account service department; Ruth Lembeck, formerly with Compton Advertising, has joined the copy department, and Billy Graham, previously with Erwin Wasey, Ruthrauff & Ryan, has been named a media buyer. Tom G. Barnes, previously with Batten, Barton, Durstine & Osborn, has been named traffic manager.

Eastman Adds WATE

Robert E. Eastman & Co. has been named national representative for WATE, Knoxville, Tenn., replacing Avery-Knodel. S. James Matchett, formerly media director and manager of Mitchell, Murray & Horn Advertising, San Francisco, has joined Eastman's Chicago sales staff.

Berlin to 'Popular Gardening'

Abner F. Berlin has been appointed eastern advertising manager of *Popular Gardening*, New York. Mr. Berlin previously held a similar post with *Garden Supply Merchandiser*, *Organic Gardening* and *Flower Grower*.

D'Arcy Names Three VPs

William C. Munro, director of marketing of D'Arcy Advertising Co., New York, has been elected a vp. D'Arcy also has elected M. Peter Franceschi, administrative officer, and Dr. Robert C. Sorensen, research director, vps.

WNBC Appoints Beatty

James A. Beatty has been named manager of merchandising of WNBC, New York. Formerly assistant merchandising manager of the station, he replaces Joseph Murphy, who left to become vp of Pape Bros.

The ONLY magazine that sells the COMPLETE Power Drive Market

MECHANICAL, HYDRAULIC
PNEUMATIC, ELECTRICAL
POWER DRIVE ENGINEERING

31,000 important reader/buyers:
47% DESIGN ENGINEERS
43% PLANT ENGINEERS
10% CORPORATE OFFICIALS, OTHERS

Advertise in POWER DRIVE ENGINEERING, an affiliate publication of Trans-World Publishing Company, Fenway Hall, Euclid Ave. at East 107th St, Cleveland 6, Ohio.

BRAKES
BEARINGS
CLUTCHES
MOTORS
BELT DRIVES
CHAIN DRIVES
COUPLINGS
GEAR DRIVES
GEARMOTORS
LUBRICANTS
ELECTRICAL COMPONENTS
HYDRAULIC AND PNEUMATIC COMPONENTS
VARIABLE SPEED DRIVES
UNIVERSAL JOINTS
SPEED REDUCERS
SHAFTS
SEALS

Hot history,

served with verbs and inventory

THERE'S AN AP radio wire in our newsroom. Ditto UPI. And a UPI newspaper wire. Ditto AP. And AP photofax. And UPI film service.

We have a direct wire to U. S. Weather. And a Collins weather radar. We subscribe to the Krick weather service.

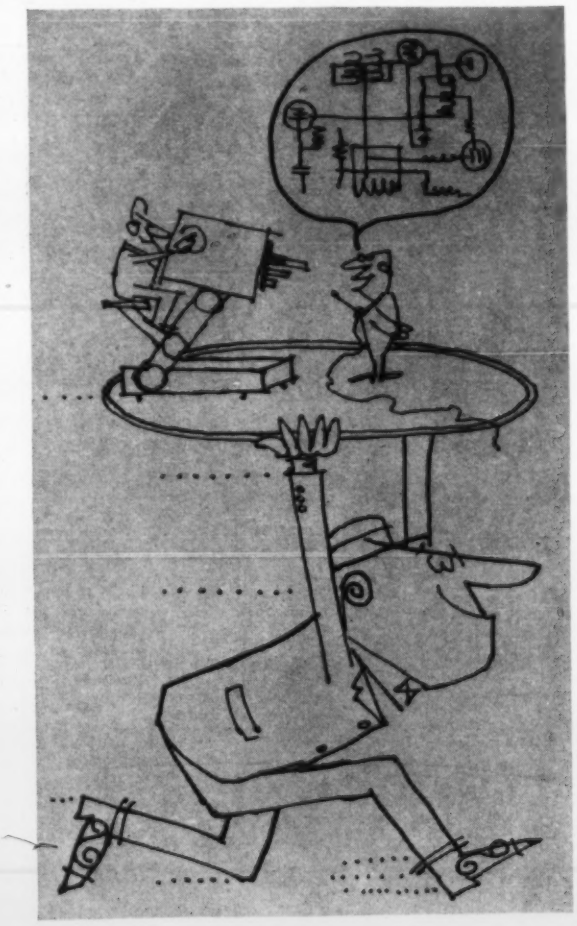
We're on the CBS Net Alert. We get CBS radio and CBS tv news.

We have two mobile radio units, eight telephone and portable tape recorders, one Ampex VTR, an assortment of still cameras, movie cameras, and an Oricon sound-on-film camera. We have a darkroom, equipped to process still and movie film. That's inventory.

Verbs are supplied by one director of news services, two tv newsmen, three radio newsmen, one newsman on special assignments (legislature, political campaigns), one sports director, one sports assistant, one basketball play-by-play reporter, one farm service director, one farm editor, one farm reporter, one farm scholarship assistant, and a full-time weather consultant. We have one sports, and three general, photographers. All those CBS foreign correspondents and cameramen in 52 countries are really on our payroll too. And we have 65 part-time Eastern Iowa news and picture correspondents.

We deliver history hot — from eye-witnesses or with the total recall of tape and film—to Eastern Iowa's well-informed, articulate, literate, and, if we may say so, well-heeled population. Our part, that of electronic link between event and perceiver, is to provide equipment and verbalizers—the best we can get—worthy of our audience. We haven't once changed the course of history. Only products.

The WMT Stations
CBS Radio and Tv for Eastern Iowa
Cedar Rapids—Waterloo
Represented nationally by The Katz Agency
Affiliated with K-WMT, Fort Dodge;
WEBC, Duluth

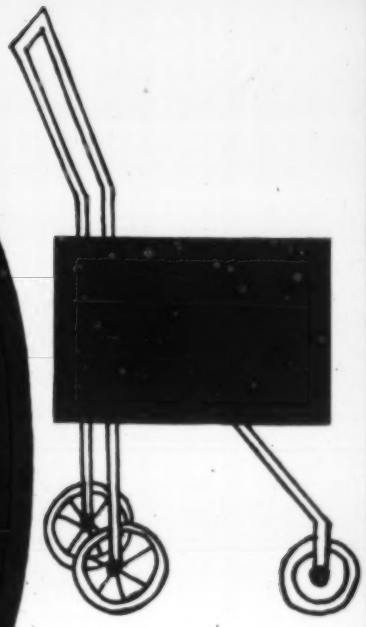


OCT.

NOW GOING ON! *the biggest, hottest food*

Right now, cash registers are ringing up new sales records in food stores all over the country. The 1961 NARGUS-POST Spectacular is under way! ■ Shop at any of the 112,000 member stores of the National Association of Retail Grocers and see the customer traffic. See the store-wide All-American Brands displays, posters, banners, shelf talkers prepared by The Saturday Evening Post. Enter the giant $50,000 shoppers' contest. (You might win a Kelvinator Foodarama Refrigerator plus a full year's food budget of $25 a week.) Watch the special promotion events that the store puts on in hot competition for one of the 50 big prizes in the retailer contest. Check your newspaper, radio and television set and note all the tie-in advertising. ■ Then multiply this effort by 112,000 and you'll get some idea of the tremendous size and vigor of the NARGUS-POST Spectacular! ■ This is the most successful grocery products promotion in the business, growing bigger and bigger each year for four solid years. In 1960,

5-14



store promotion of the year!

the promotion boosted retail volume more than $58 million over 1959—in nine profit-making days! ■ And this year's Spectacular promises even greater things. It has the tremendous power of the new Saturday Evening Post as its main driving force. The new Post is bringing a new excitement to the national scene. It is urgent reading for all America. What a send-off for the 24 grocery products advertised in the October 7 special Spectacular section! (See list at right.) ■ If you missed out on the biggest food store promotion of 1961, shouldn't you start planning now for 1962?

A CURTIS MAGAZINE

The Saturday Evening POST

NARGUS-POST partners for 1961: American Home Foods (Chef Boy-Ar-Dee Meat Ball Stew); **Anheuser-Busch, Inc.** (Budweiser Beer); **Bissell, Inc.** (Rug Shampoo); **California Packing Corp.** (Del Monte Catsup); **Campbell Soup Co.** (Campbell's Tomato Soup); **General Mills, Inc.** (Gold Medal Flour, Betty Crocker Cake Mix, Bisquick); **H. J. Heinz Co.** (Heinz Ketchup); **Kraft Foods** (Kraft Spaghetti Dinners); **Lever Brothers; Libby, McNeill & Libby** (Libby's Tomato Juice); **National Biscuit Company** (Nabisco Premium Saltine Crackers); **Ocean Spray Cranberries, Inc.** (Ocean Spray Cranberry Sauce); **The Pillsbury Co.** (Packaged Potatoes); **The Quaker Oats Co.** (Quaker & Mother's Oats, Aunt Jemima Pancake Mix and Ready-to-Eat Cereals); **The Seven-Up Co.** (Seven-Up); **A. E. Staley Mfg. Co.** (Sta-Puff, Sta-Flo); **Standard Brands, Inc.** (Blue Bonnet Margarine); **Sunshine Biscuits, Inc.** (Sunshine Krispy Saltine Crackers); **Swift & Company** (Swift Premium Products); **Youngstown Sheet and Tube Co.** (A growing source of tin plate for America's canning industry.)

The Editorial Viewpoint . . .

Much Manpower Is Wasted

Quite often, as we hear leaders in advertising bemoan the forthcoming, or present, shortage in trained advertising personnel, we wonder whether we're all talking about the same business.

Because the fact is that there is normally available in the advertising business a sizable pool of trained people, ready and looking for work, and mostly they find it a discouraging experience. The stories they have to tell are disheartening, particularly where the people looking for jobs are mature and have been well paid.

Almost every advertising man knows this. In a larger city, he will probably know someone who has been out of a job a considerable length of time. And certainly the thought flits through one's mind: "He has been out of a job for nearly a year—wonder how they manage?"

The job-seekers are bitterly aware of two prevalent attitudes. One is the search for youth. The second is the search for lower-price people. Where the job hunter is in his 50s and in a high salary bracket, he is close to "unemployable," in the patois of the personnel men.

The search for youth is perhaps the more foolish of the two. A veteran copywriter, now in his twelfth month of looking for a new connection, summed it up bitterly the other day in saying that there is a continual demand for "new faces." The advertising business is, after all, not Hollywood; it is under no particular pressure to produce a new Rock, Kip, Tab or Biff periodically. It is supposed to be a business devoted to selling products, not people, and it ought not to be necessary to indulge in all the casting uncertainties that have made the world of entertainment notorious for its insecurities.

Youth has a lot to recommend it: Vigor, enthusiasm, and fresh viewpoints. But maturity has a lot to recommend it also—and sometimes it seems that advertising would be well advised to remember some of those values: Judgment, perspective, knowledgeability. It is perhaps significant that these are the values most frequently found lacking in advertising people by top management.

The pay problem is more difficult. Part of the charm of youth is that it frequently is less expensive. Payrolls are inelastic, and the rigid rule of the budget is something all management men learn. But the fact is that many job seekers would be glad to go to work for less than they have earned. After months of tramping the streets and sitting in reception rooms, after the whole dreary round of classified ads, employment agencies, management consultants, and hopeful but ineffective friends, they are more than willing to make whatever adjustments have to be made to become part of a working team again.

There are, of course, practical difficulties—some employers feel on the basis of experience that it is a mistake to hire a man for less than he has made, that he will be perpetually dissatisfied, and that he will inevitably be looking for a better job. Others feel that the employe begins with a chip on his shoulder, a feeling that he's been downgraded, and a determination to show that he's really worth what he used to be paid. Also, there are the difficulties of putting an experienced man under junior supervision.

It may well be that advertising is a sufficiently uncertain vocation so that those in it would be well advised to be prepared for periods of unemployment. And it may be that this dislocation is inevitable, considering some precarious aspects of the business. It seems ironic, however, to be so concerned about where the advertising business will find its people, when it apparently has plenty of well qualified people looking for work.

The notion that creativity is the exclusive province of the young would be ludicrous in other fields—where the work of Frank Lloyd Wright, or Jean Sibelius, or Oscar Hammerstein II, or Henri Matisse, was admired without regard to age.

Finally, if there is going to be a shortage of advertising personnel in the years to come, doesn't it seem reasonable that many of the people one might like will be repelled by a business where premature aging seems to be chronic. Who would be eager to get into a business where a copywriter is ancient at 44? Or an account supervisor unemployable at 53?

The facts are that the advertising business permits an appalling waste of talented manpower, and that nothing much is being done about it, and that if the next speaker who armed himself to discuss the horrendous personnel shortage which lies ahead would only read some resumes in the personnel department's file he might get a far different notion of what the problem is.

Veritas in the Rockies

It is interesting to read that the Denver Area Better Business Bureau has decided to stick with its Emblem of Truth program, and that it has now been suspended by the Assn. of Better Business Bureaus. From the initial announcement of the plan, it seemed it came close to peddling purity, and suffered from the additional handicap of slurring competitors of those who wore the badge of righteous conduct. In its modified version, some of the inequities have been corrected, but the ABBB probably made a wise decision in deciding that the Denver bureau had to be suspended, after putting it on probation last May.

Gladys the beautiful receptionist

—Stanley H. Jack, R. Jack Scott, Chicago.

"I haven't had a bit more fun than before. I think I'll go back to being a brunette."

What They're Saying . . .

Fact or Fantasy?

Then there is this crazy rumor going around that your neighbors have a pretty low opinion of you—and of admen generally. And what's more, it's rumored that you don't think much more of yourself than your neighbors do. We are told that less than 10% of the advertising men think of themselves as solid citizens, as honest and straightforward, as reliable and responsible. And that about half of your neighbors see you as ivy league, opportunistic, neurotic, and a heavy drinker. And your neighbors supposedly don't quite agree with you when you see yourself as energetic, bright, original, and creative. They do not regard advertising as an ideal background for a prospective brother-in-law and they would discourage their favorite nephew from going into advertising. And somewhere your neighbors got the idea that advertising is an ulcer producing business and burns a man up quickly.

Rubbish! This is the worst kind of drivel. These are illusions and fantasies, not reality. As you probably know, these are some of the findings of a study of the image of advertising and advertising people that were reported recently in Advertising Age. These findings were the result of 165 interviews conducted in Westport, Conn., a suburb of New York; Birmingham, Mich., a suburb of Detroit; and Winnetka and Highland Park, suburbs of Chicago. Eighty-five of the interviews were with advertising men and 80 interviews were with their non-advertising neighbors.

Do you think the people interviewed in these communities are your kind of people? Are they representative of advertising men and their neighbors generally in this country? I think not. All of the advertising men were agency men and it can be clearly demonstrated that these communities are not typical of most of the cities and towns where advertising people live.

If this study reported facts, then by all means let's face the facts. But if it reported fantasy, and I believe it did, then its circulation by one of the industry's respected publications did a greater injustice to the image of advertising than everything John Kenneth Galbraith has said on the subject.

—From a speech by Dr. Vernon Fryburger, chairman of the department of advertising, Northwestern University, at a fifth district conference of the AFA, reprinted in a book published by Scripps-Howard Newspapers.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN**, executive vice-president and general manager. **J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Big tv advertisers who try to keep tabs on their programs object to presentations of "excessive passion."

It's a nice problem for a producer to decide when the temperature is approaching the boiling point.

•

The National Observer may be the name of the *Wall Street Journal's* new Washington entry in the Sunday newspaper field, and there's certainly plenty to observe these days on the banks of the Potomac.

•

Looks as if the only way some of those under-the-table advertising deals are ever brought to light is when the Internal Revenue starts checking up on the income tax reports.

•

Hockey is generally considered the Canadian national game, but baseball runs it a close second, as the World Series has been televised on 54 stations of the CBC.

•

Even J. D. Salinger, author of "Catcher in the Rye," must have been at least somewhat astonished when this popular paperback was belatedly hailed by a leading magazine as something of a classic.

•

AA spells it Dusseldorf, and some others print it Duesseldorf, while native Germans carefully explain that the only way to present it properly is with an umlaut.

•

Jack Paar says comedians are writing newspaper editorials and making speeches in Congress.

And haven't some of them appeared on his show?

•

Draper Daniels says some of the gravediggers of advertising are practitioners who are ashamed of their vocation.

Ashamed of everything about it, that is, except the paychecks.

•

"Challenging opportunity for ad manager," offers a classified advertiser, who adds that service exemption is imperative.

That's one big challenge that must already have been met successfully.

•

Chevrolet's four-page blockbuster in the newspapers not only introduced the new 1962 line, but suggested that the world of worth is rapidly expanding.

•

The Green Bay Packers are playing to crowds in their new stadium as large as the city's population.

That is what is technically known as packing 'em in.

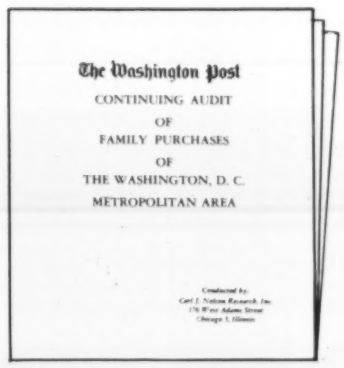
•

Anti-freeze advertising this year will feature the conventional types, reports the world's greatest advertising journal.

The motorist confronted with zero weather isn't worrying about off-season protection.

COPY CUB.

The Washington Post is read every day by three out of four business and professional people . . . more than read both other Washington newspapers combined.



Based on 3,000 interviews in Metropolitan Washington, January-June, 1961 by Carl J. Nelson Research, Inc.

Write or phone for brand data on commodities measured in The Washington Post's new survey.

Member Newspaper Color Advertising, Inc.
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd.—London; Senor G. Enriquez Simoni—Mexico City; Allin Assoc.—Toronto & Montreal; Hal Winter Co., Florida Hotel & Resorts, Miami Beach; Tom McGill, New England Hotel & Resorts, W. Roxbury, Mass.; Lou Robbins, N. Y. & N. J. Hotel & Resorts, 1265 B'way, N. Y.; Grant Webb Co., Fin. Adv.—N. Y., Chic., San. Fran., Los Angeles, Seattle, Boston, Phila.; C. E. Starck, Pocono Hotel & Resorts, 86 E. Beverly Pkwy., Valley Stream, N. Y.; Puck, The Comic Weekly; Member, Metropolitan Sunday Newspapers, Inc.

...we drove it home

(all 6 ABC owned radio stations sparked a big

The key to safety is community action. And words spark action. The words came from people like the officer in charge of the Golden Gate Bridge; President of the National Safety Council; Indianapolis 500 winner; President of the American Medical Association. These and other interesting people participated in another ABC owned radio station community action campaign. They have helped fight polio; promote physical fitness, city cleanliness, automobile seat belts. This time the point was driven home for street and highway safety. Over three

in six cities!

community action drive for automobile safety)

thousand specially created announcements were broadcast by the ABC owned radio stations in six of the nation's largest cities: New York, Chicago, Pittsburgh, Detroit, Los Angeles, and San Francisco. Once again, the ABC owned radio stations are proving we can produce the kind of radio that generates community action—and listener respect.

ABC OWNED RADIO STATIONS

WABC NEW YORK **WLS** CHICAGO **KGO** SAN FRANCISCO
KQV PITTSBURGH **WXYZ** DETROIT **KABC** LOS ANGELES

In any language, The Cedar Rapids Gazette is Iowa's 1st newspaper in total advertising linage and provides 95% coverage of Iowa's 2nd largest market.

Represented by Allen-Klopp Co.

* means First in Chinese

14 Scotsmen and what they do to make Ballantine's Scotch
Why it takes 42 fine highland whiskies (plus a wee bit of Loch Lomond) to make Ballantine's
Why there's a little of Loch Lomond in every bottle of Ballantine's

NEW TACK—*"21" Brands Inc. this fall is taking a new tack in advertising Ballantine's scotch with four-color magazine ads like these.*

OFFICE SPACE AVAILABLE

The most distinctive address for your Chicago headquarters. Located in the heart of "advertising row," convenient to and for suppliers to the advertising field.

333 north michigan avenue building

- *outside daylight in all offices*
- *year 'round air conditioning*
- *fast, ample automatic elevators*
- *excellent service*

WIRTZ, HAYNIE & EHRAT, INC., *Managing Agents*
Phone: RA 6-8333 (Area Code 312)

New Ballantine's Ads Are Keyed to Scottish Scenery

NEW YORK, Oct. 3—Ballantine's scotch whisky took a new tack in advertising this week, with dramatic four-color bleed pages showing Scottish scenes in *Newsweek*, *The New Yorker* and *Time*, and a b&w page in the *New York Journal-American* and the *New York Times*.

In the past, Ballantine's, imported by "21" Brands, merely featured a heroic-size bottle with the simple line, "The more you know about scotch, the more you like Ballantine's." The new magazine series, using color for the first time, is based on "newly-discovered" facts about the product, such as the fact that the soft waters of Loch Lomond go into the making of it.

Saturday Review and *U.S. News & World Report* also are on the magazine schedule, and ads will run once a month in each. The monthlies to be used are *Atlantic*, *Ebony*, *Harper's* and *Town & Country*. Ads will run from October through December.

In newspapers, Ballantine's will revert to its 200-line schedule in New York next week. #

N.Y. Publishers Tap Bitner

Lynn N. Bitner, general manager of the Gannett Co., has been elected president of the New York State Publishers Assn. He succeeds Frank S. Baker of the *Herald-Statesman*, Yonkers. Stephen Rogers, publisher of the *Syracuse Herald-Journal*, was named vp to succeed Mr. Bitner, and William J. Kemble of the *Lockport Union-Sun & Journal* was reelected secretary-treasurer.

Graham Exits Goulding-Elliott

Edward R. Graham Jr. has resigned as president of Goulding-Elliott-Graham Productions, New York, it was announced by Bob Elliott and Ray Goulding, co-owners of the radio-tv production company. Mr. Graham plans to form his own tv production company.

Goodrich Names William Horn

William J. Horn, formerly corporate marketing adviser with CBS Electronics, New York, has been named to the new position of merchandising manager of B F. Goodrich Co.'s consumer products marketing division in New York.

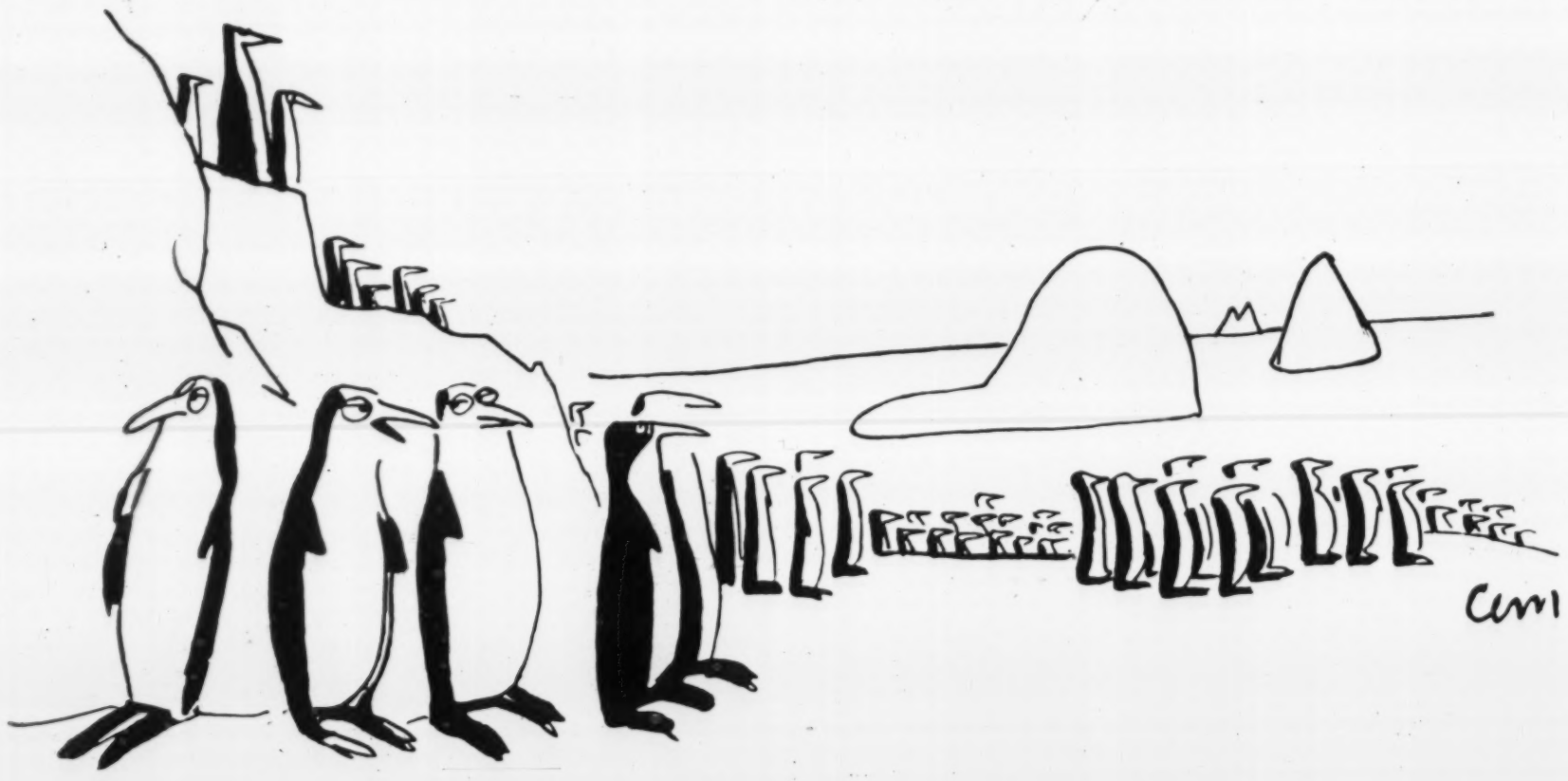
Ben Morris Agency Opens

Ben Morris, formerly a principal in Frances, Morris & Evans, has opened Ben Morris Advertising at 19 W. 44th St., New York. His former agency is in the process of changing its name to Frances & Evans.

FC&B Names Irish Copy Head

Judson H. Irish, a vp of Foote, Cone & Belding, has been appointed copy director of the New York office.

Copyright 1960, The New Yorker Magazine, Inc.



"Vests are coming back. Pass it on."

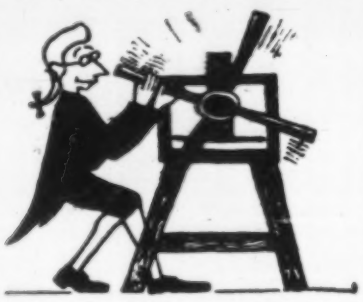
A is for Alimony. "When love is gone," she writes, "it invades the void."
B is for Baby. "The all-important. The wonder. The never-disappointing . . ."
C is for Complexes. "People cite them to alibi for their bad manners."
D is for Dietrich, quoted above, whose dictionary in the current LOOK reflects a great woman's charm. Touring the alphabet from A to Z, she comments on eggs and Einstein, love and liverwurst, mink and morals, and Italian men. W is for her Warmth, Wit, Wisdom . . . in LOOK, the exciting story of people.

LOOK

Levelland Newspapers Sold

Don W. Reynolds, operator of KGNS and KGNS-TV, Laredo, Tex., has purchased the *Daily Sun News* and *Hockley County Herald*, Levelland, Tex., from Ruth M. Weimhold, effective in October. Mrs. Weimhold has published the newspapers since the death of her husband, Forrest Weimhold, May 26.

WANT CONCENTRATION?



USE THE PRESS!

With more A.B.C. circulation than all other Dailies and Weeklies in the area combined, the Press coverage in Southern New Jersey's Tri-County market of Atlantic, Cape May and Cumberland is all you need—Concentrated and Complete.

Atlantic City Press

Southern New Jersey's "Good Morning" Newspaper

ROLLAND L. ADAMS, President

Sclaro, Meeker & Scott, National Representatives

Sunny 'St. Pete' Names New Agency in Stormy Session

ST. PETERSBURG, Oct. 3—The $175,000 advertising account of this city has been awarded to Spencer, Ross & Servo after what the *St. Petersburg Times* referred to as a city council session fraught with "flaring tempers and a hectic 15-minute windup."

The decision removed the city's ad program from Griffith Advertising Agency, which had had the business for 37 years. Previously, according to the *Times*, selection of an agency had always been up to the Chamber of Commerce advertising committee. This year, however, "the city council found fault with the types of ads placed in the past and decided it would have the final say on agencies."

It was learned that the committee recently screened several agencies and recommended Alfred Lino & Associates, with Griffith Advertising and Advertising Inc. of Florida as alternate second choices. The council, it was said, then took over the screening chore, voted Lino out and decided on Spencer—whose company is comprised of former Lino employes.

■ A battle was touched off when V. M. Denney of the Griffith shop "asked the council for a financial statement showing responsibility and ownership of the Spencer firm." Tracing client financial liabilities involving agency-placed advertising, Mr. Denney said it "reverts back to the client, in this case the city." According to the *Times*, he said the Spencer agency is "new, a matter of only months in existence, with no record of ever handling this advertising money as an agency before." To this, William F. Davenport, Chamber manager, added that the Spencer organization, at the time of its interview, had not received recognition by American Newspaper Publishers Assn.

Spencer, Ross, after being tapped, issued this rebuttal to critics: "We are indeed surprised and somewhat amused at the furor our appointment has caused. All of the statements made by the Griffith agency are specious. They have raised a 'bogey man' in the matter of recognition. Recognition is merely a matter of our having business to place in the various media which accord recognition.

■ "Recognition is a protective device for the various media against companies setting up 'house agencies'," added the agency. "We will match our credit rating with any other agency in the business. If the city of St. Petersburg wishes us to do so, we will be glad to submit paid invoices with our bills. The question of the city being in jeopardy or taking any risk is ridiculous." #

BEAR UP WITH SHERRY—*Sean O'Connell (left), president of Advertising Sportsmen of New York, awards 2-lb. honey bear cub as door prize to Dwight Davis, merchandising vp, Cone Mills, at admen's opening luncheon at the Hotel Lexington. The cub had been donated by the Spanish Sherry Institute, and guests had been told they were insured up to $300,000 against attacks by a wild animal.*

Norelco Plans Yule Drive for Shavers in Three Media

NEW YORK, Oct. 3—North American Philips Co. plans a pre-Christmas television and print campaign to promote its Norelco electric shavers. The effort represents a boost from the 1960 yuletide budget, H. E. Fry, North American's advertising manager, told ADVERTISING AGE.

Television spots will begin in more than 100 markets the weekend of Oct. 7, Mr. Fry said. The spot schedule will include 10 to 30 announcements per weekend per market, made up of 10-, 20- and 60-second commercials.

Newspaper schedules will be launched in mid-October in more than 100 major markets, with an additional 700 to 800 smaller markets to be added later.

■ Men's shavers will be advertised in *American Legion, Life, Look, The Saturday Evening Post* and *U. S. News & World Report*. Ads for ladies' shavers will appear in *Cosmopolitan, McCall's, Seventeen* and *Sunset Magazine*. Norelco's battery-operated shaver will be promoted in *Esquire, Field & Stream, Holiday, Outdoor Life, Sports Afield, Sports Illustrated, The New Yorker* and *True*. Other ads will appear in the *Air Force Times, Army Times* and *Navy Times*.

The campaign will gain momentum Dec. 10 when Norelco starts a schedule of seven one-minute participations in six ABC-TV shows. These will include "Roaring 20s," "Bus Stop," "Target: Corrupters," "Adventures in Paradise," "Ben Casey" and "Hawaiian Eye."

C. J. La Roche & Co. is handling.

Copyright 1960, The New Yorker Magazine, Inc.

The New Yorker makes things happen . . . Lord West ran a full-page advertisement last November for a brocade formal vest. Results: ten times as many vests were shipped in December as had been previously booked for the entire fall season. For a booklet with the complete story, please write us. The New Yorker, No. 25 West 43rd Street, New York 36, N. Y. Other advertising offices: Chicago, San Francisco, Los Angeles, Atlanta and London.

WHERE SHOW BIZ IS DOUGH BIZ

TV is pretty heady stuff. Lights. Names. Lots of socko, boffo. Even some schmaltz. So much, sometimes, that the sponsor forgets why he's shelling out a small fortune.

As evidence we submit the sobering statistic that some commercials are as much as *forty times more effective* than other commercials for competing products.

At N. W. Ayer, we're as interested in a client's receipts as we are in his reviews. That way we never have to remind him why he's on camera. His sales and profit should tell him.

N. W. AYER & SON, INC.

The commercial is the payoff

LOOKING AHEAD?

If you're raising your sights in 61, draw a bead on the premium men's market of over 1,300,000 Elks.

*Starch Consumer Magazine Report 1961

Advertising to Elks is good business in any economic weather because they're affluent, acquisitive buyers—quick to react. Almost three-quarters of a million are business executives and professional men . . . a consistently ideal market for heavy expenditures on business equipment and supplies, travel, clothing, photographic equipment, home improvements, appliances, luxury items, services. With their high median income of $8,709*, Elk households own and replace just about everything at a record rate*. You reach, influence and sell them best in their own specialized publication ELK's MAGAZINE—the only medium designed to exclusively serve the dynamic Elks market

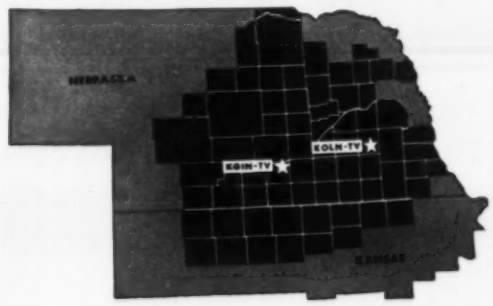
Get a firmer foundation as business turns up, direct your sales messages to this premium men's market. Cost/Per/Thousand?—lowest of any Man's magazine.

CIRCULATION: 1,308,301 (ABC 6/30/61)
C/P/M: $2.33

THE Elks MAGAZINE
• New York, 386 Park Ave. South
• Chicago, 360 N. Michigan Ave.
• Los Angeles, 5909 W. 3rd St.

YOU'RE ONLY
HALF-COVERED
IN NEBRASKA

IF YOU DON'T USE
KOLN-TV/KGIN-TV!



. . . covering a bigger, better Lincoln-Land

Launching a sales program in Nebraska? The "countdown" shows just two big television markets — the extreme East and Lincoln-Land.

In the East, three top stations *divide* your viewers. In the other big market two stations — KOLN-TV and satellite KGIN-TV — *combine* to bring you a tremendous new Lincoln-Land — bigger and better than ever before! The map, and the figures at left, give you an idea of what it has to offer.

Avery-Knodel has the full story on KOLN-TV/KGIN-TV — the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

VITAL STATISTICS OF THE NEW LINCOLN-LAND
(Sales Management, May 10, 1961)

Population	888,200
Total Homes	275,800
Effective Buying Income	$1,519,268,000
TV Homes	237,900
Retail Sales	$1,124,130,000

The Folger Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA
KGIN-TV — GRAND ISLAND, NEBRASKA

KOLN-TV / KGIN-TV
CHANNEL 10 • 316,000 WATTS 1000 FT. TOWER
CHANNEL 11 • 316,000 WATTS 1069 FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representative

Getting Personal

Over There Dept.: Honored by more than 200 well-wishers at a testimonial dinner in Los Angeles was **Bob Campbell,** West Coast regional manager of *Newsweek* and an Air Force brigadier general. Bob returned to active duty Oct. 1 with the 146th Air Transport Wing, a unit which has more than its share of working admen: **Art Streim,** *Redbook;* **Jack Chutuk,** Mulle, Breem & Waldie; **Jack Pohle,** CBS Radio Spot Sales; **Dave Sheehan,** *Santa Monica Outlook;* and **Al Iftiger,** Fuller & Smith & Ross . . .

Business and pleasure—**Bob Wilson,** exec vp of Cargill, Wilson & Acree, his wife Floy, and **Alex Franz,** head of Alex T. Franz Inc., and wife Mary are in Europe on a combination business-and-pleasure junket. Both Bob and Alex are past presidents of Affiliated Advertising Agencies Network, and they will visit some European agencies during their two-week tour . . .

TOKYO BOUND—*Russell Putman, president of Putman Publishing Co., Chicago, and his wife posed at San Francisco International Airport before boarding a Japan Air Lines flight to Tokyo on the first leg of an 11-week round-the-world tour.*

George Carson Rike, with Doyle Dane Bernbach, has a lighthearted title for his private business venture—Banter University Press, which he claims is the world's oldest university press on Brooklyn Heights and also the most famous press without a university . . .

Nuptials: **Harry Osman,** director of WRCV-TV, and **Connie George,** secretary to that station's program manager, were wed Aug. 28. And at WCAU-TV, Philadelphia, another romance: **Bruce Bloom** and **Sara Michelson** are making plans for their wedding late this year . . .

C. E. (Red) McKittrick, assistant to the publisher of the *Chicago Tribune,* and member of the class of '20, has been elected chairman of the University of Chicago alumni foundation board, fund raising arm of the alumni group . . .

Strausberg Mrs. Miller Miller Yaworski

DUAL FETE—*Cause for celebration here was the 40th anniversary of the Artists Guild of Chicago, for which guildsters threw a gay three-day bash in mid-September. One of the days was set aside to say good-bye to Bill Miller, retiring general art director of General Outdoor Advertising Co. Here with Bill and his wife Lucille are Jack Strausberg, Guild Days chairman, and Alex Yaworski, AGC president. The Millers left at month's end for their new home in Honolulu, where Bill plans to paint and teach art.*

The 1961 Greater New York Fund drive lists a number of admen who are contributing their time and talents. Among them: **Robert Dall'Acqua,** director of tv, radio and commercial productions of McCann-Erickson; **Dr. Peter Langhoff,** vp and director of research of Young & Rubicam; **Robert Lilien,** manager of the media department, J. Walter Thompson; and **Gerald Bartell,** president of Macfadden Publications . . . **James T. Quirk,** publisher of *TV Guide,* will serve as chairman of the radio-tv division of the current Greater New York USO fund raising campaign . . .

A 9 lb. boy, James Mark, is the first addition to the **Douglas Cornette** family. Proud father is assistant general manager of the *Louisville Courier-Journal* . . .

THE CHICAGO TRIBUNE REACHES *your kind** OF PEOPLE

Any market for life insurance can be quickly divided into two kinds of people. Those who buy. And those who don't, can't or won't.

The problem is how to reach more of the right kind—the buyers. In Chicago, that's easy. Most of them read the Tribune.

In city and suburban households, 68% of all life insurance buyers read the Sunday Tribune; 50% read the Daily Tribune.

Now maybe you market luggage, layettes or lemon juice rather than life insurance. It makes little difference. The Tribune still delivers a larger audience of your actual buyers than any other Chicago newspaper.

To sell more to your kind of people—the people who buy—use the Tribune in Chicago.

HOUSEHOLD COVERAGE OF LIFE INSURANCE BUYERS

SUNDAY TRIBUNE—68%	2nd Sunday adds 17%
DAILY TRIBUNE—50%	2nd Daily adds 26%

Your kind of people are the kind who buy—and our new MARKET POWER study tells who they are, what they buy and how to sell them more. Call a Tribune representative for the full story.

*

More Readers...More Buyers...More Results

THE CHICAGO TRIBUNE

Photo from American Home

Spread thick with home service...

American Home now runs more pages on home service (food, decorating, gardening, building) than any other mass magazine.

AMERICAN HOME

CIRCULATION NOW 3,750,000

Welcome—but Be Wary of—Pundits' Views on Business, Cunningham Tells Adclubbers

BOSTON, Oct. 3—The parade of professional scholars marching down to Washington should be welcomed for "fresh new ideas," John P. Cunningham, executive committee chairman of Cunningham & Walsh, told the Ad Club of Boston here last week.

But, at the same time "we must be alert to any possible brilliant misconceptions that may come from behind the ivied walls," he cautioned.

He noted that American business lately "seems to be dropping names such as J. K. Galbraith somewhat generally around board rooms.

We should welcome books such as Dr. Galbraith's, always reserving the right to disagree with him," Mr. Cunningham said. The newly elected AFA board chairman said business' "test-market" plan could be applied to Dr. Galbraith's plan to eliminate geographical poverty by pouring better teachers and better schools into areas with substandard teachers and schools. The Galbraith ideas can be test marketed just as we would do in business, and if successful, could only help the economy, not hurt it, he suggested.

■ "But when it comes to diverting large segments of the current economy to build the welfare state, then we may well disagree with Galbraith. To the extent that new business investment is crippled—to the extent that gross national product may suffer—we could disagree," he said.

He described Vance Packard, author of "The Waste Makers" and "The Hidden Persuaders," as "a horse of a completely different hue from the college professors.

"Dr. Galbraith is a constructive, intelligent idealist," he said, "and I hope he gets most of what he wants —more schools, hospitals, playgrounds, etc. Vance Packard's book is 275 pages of attack, most of it unfair attack. It is without constructive suggestion. He does this for the very reason that he accuses us of being economically evil—namely, to sell more of his books so that he can make more money from overemphasis, distortion and exaggeration."

■ James M. Connolly, vp of John Donnelly & Sons and president of the Ad Club of Boston, presided at the kick-off luncheon of the 57th consecutive season. Representatives of ad clubs from the six New England states attended. #

F&S&R Names Three

Charles W. Cassidy, formerly with Compton Advertising, has joined Fuller & Smith & Ross, New York, as copy supervisor. F&S&R also has named F. Michael Latta, formerly with J. Walter Thompson Co., an art director in New York and Victor F. Boero, previously art director of Ketchum, MacLeod & Grove, art director in its Pittsburgh office.

Pan Am Names Herbert Emmer

Herbert L. Emmer has been appointed sales promotion manager of Pan American World Airways, reporting directly to Murray Barnes, director of advertising. He was previously sales promotion manager for Pan Am's overseas division.

INPAK SYSTEMS, INC.
Consultants to Management on Packaging
441 Lexington Ave. New York 17, N. Y.
DESCRIPTIVE BOOKLET ON REQUEST

P&G Had Trouble Selling Products in 1920, Wood Says

NEW YORK, Oct. 3—Selling wasn't always a bed of roses for Procter & Gamble.

There was a time in 1920 for example, when a salesman walked into a grocery store and said, "I'm with P&G," and was rocked with the reply, "P&G means past and gone, you're wasting your time here."

This sort of reaction was because P&G had decided to sell direct to selected grocers, in order to level out production and employment at the factory. What it didn't expect was the reaction of wholesale grocers who thought direct selling was a threat to their lives and declared war. They, and competitive company salesmen, outnumbered P&G at least 25 to 1.

Jobbers stopped buying and even returned products to the factory freight collect. One business paper said P&G salesmen were "pinch-back jellybeans who could not get an order with a six-shooter." Another said P&G's direct selling was a "dastardly act."

■ Plainly, P&G was in a jam, but obviously it has survived and grown to the point where it is one of the most respected marketing organizations in the world today.

The 1920 crisis was described to the New York Sales Executives Club by Thomas J. Wood, vp-sales for Procter & Gamble. Mr. Wood, who has spent some 43 years selling for P&G, speaks rarely. He took his audience on a trip through memory lane in the world of selling, and added that he would yield to no one in his conviction that selling is a "dedicated" business.

Commenting on the 1920 episode and the 1931-33 depression period "which was really a hair-curler," Mr. Wood said, "I know from experience that such difficult periods are really vital in the development of an individual or a company. It is under such conditions that the men are separated from the boys and a business and sales organization either goes ahead through adversity or it loses everything."

■ Mr. Wood said he knew of no other work requiring a higher quality of leadership than a sales executive's and said there is no basic difference between selling today, and 40 years ago.

"Your counterpart in competing organizations is still very much in evidence and continues to have the same reasons that you have for taking his business forward. The objectives and relationship of the buyer and the seller are the same today as they have always been. I see nothing in the future that would indicate a change in this."

Babcock, Romer Changes Name

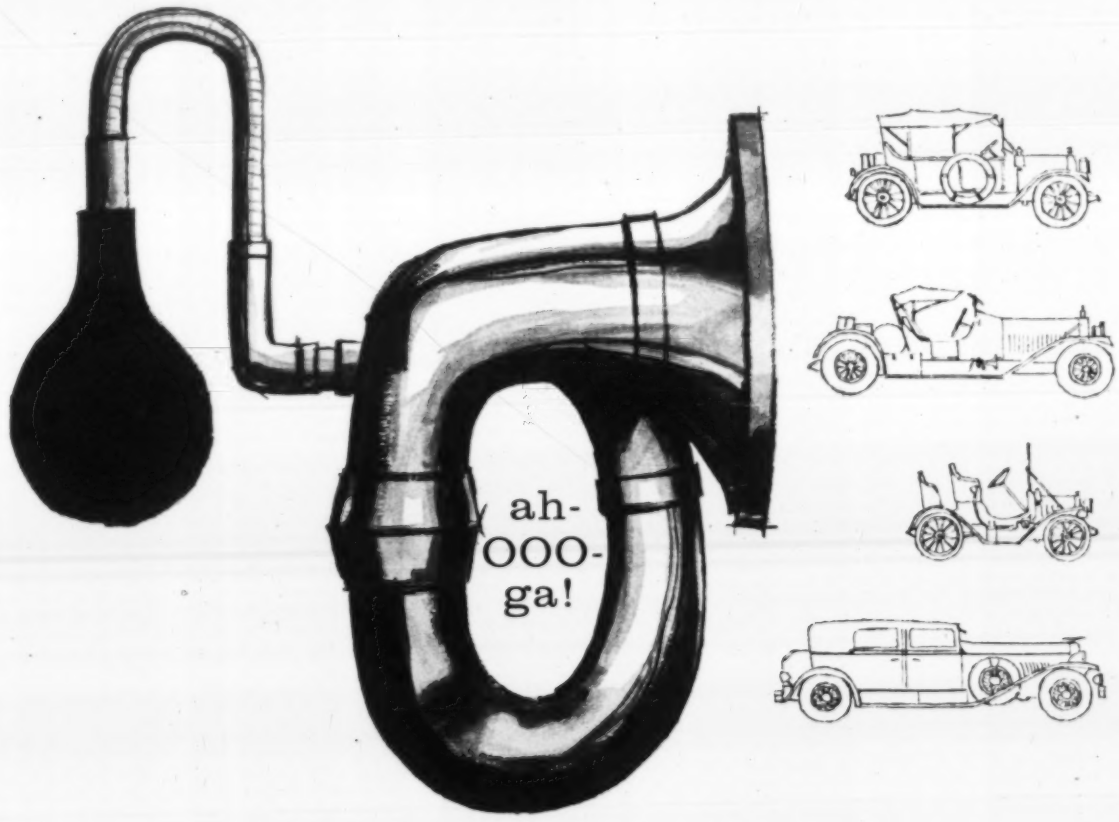
Babcock, Romer, Carberry & Murray, Philadelphia, has changed its name to Romer & Co. M. John Romer has acquired a major interest in the agency. Foster Babcock left the agency about a year ago to join Doremus-Eshleman Co. Vincent A. Carberry and Leo P. Murray, other partners, head the New York office, now known as Carberry & Murray.

'News-Capital' Boosts Hefton

Richard R. Hefton, formerly advertising manager, has been promoted to general manager of the *News-Capital*, McAlester, Okla. Dow Dozier of the advertising department has replaced Mr. Hefton.

'GQ' Appoints Hoefler

Charles E. Hoefler, who joined *Gentlemen's Quarterly*, New York, as promotion manager in March, has been named business manager, a new position.



What's first with Hoosiers ...is first with WFBM-TV

3rd Annual Antique Auto Tour—This Hoosier love for old motor cars just comes naturally. Indiana happens to be the birthplace of today's automobile. That's why WFBM-TV included Kokomo and honored the "Haynes" on its first tour. So successful were preceding tours that this year's caravan included 125 cars and extended nearly three miles. Each year it has been more fun for those who went—and even more exciting to goggle-eyed thousands in cities around Indianapolis who watched it. These Mid-Indiana viewers prefer WFBM-TV, too. Ask your KATZ man!

Represented Nationally by The KATZ Agency

CHANNEL 6 WFBM TV INDIANAPOLIS

A TIME-LIFE STATION

WHO is first?

Filter Tip
Menthol
FILTER CIGARETTES
KING SIZE
CIGARETTES
REGULAR
Cigarettes

TRUE

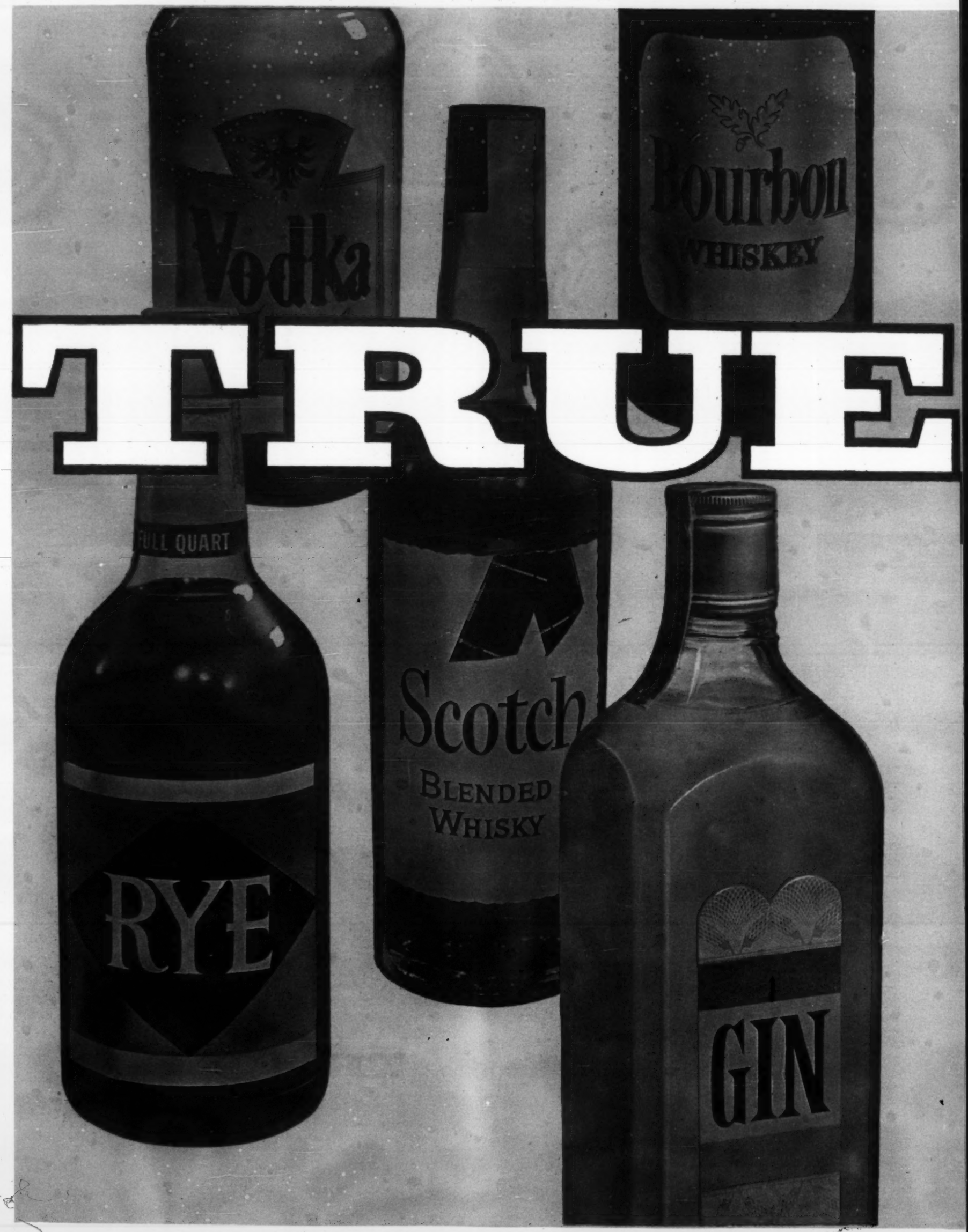
is first

The readers of True—the world's largest man's magazine — will spend over $200,000,000 for cigarettes in 1962.

$1.00 in True will reach 165 men cigarette smokers—more than in Life, Look or Saturday Evening Post.

ASK YOUR ADVERTISING AGENCY WHAT TRUE CAN DO FOR YOU

A FAWCETT PUBLICATION


Vodka
Bourbon
WHISKEY
TRUE
FULL QUART
Scotch
BLENDED
WHISKY
RYE
GIN

is first

The readers of True—the world's largest man's magazine—will spend over $336,000,000 for alcoholic beverages in 1962.

$1.00 in True will reach 153 men who buy alcoholic beverages—more than in Life, Look or the Saturday Evening Post.

ASK YOUR ADVERTISING AGENCY WHAT TRUE CAN DO FOR YOU

A FAWCETT PUBLICATION

TRUE
IMPORTED
CANNED
BEER
Bottled Beer

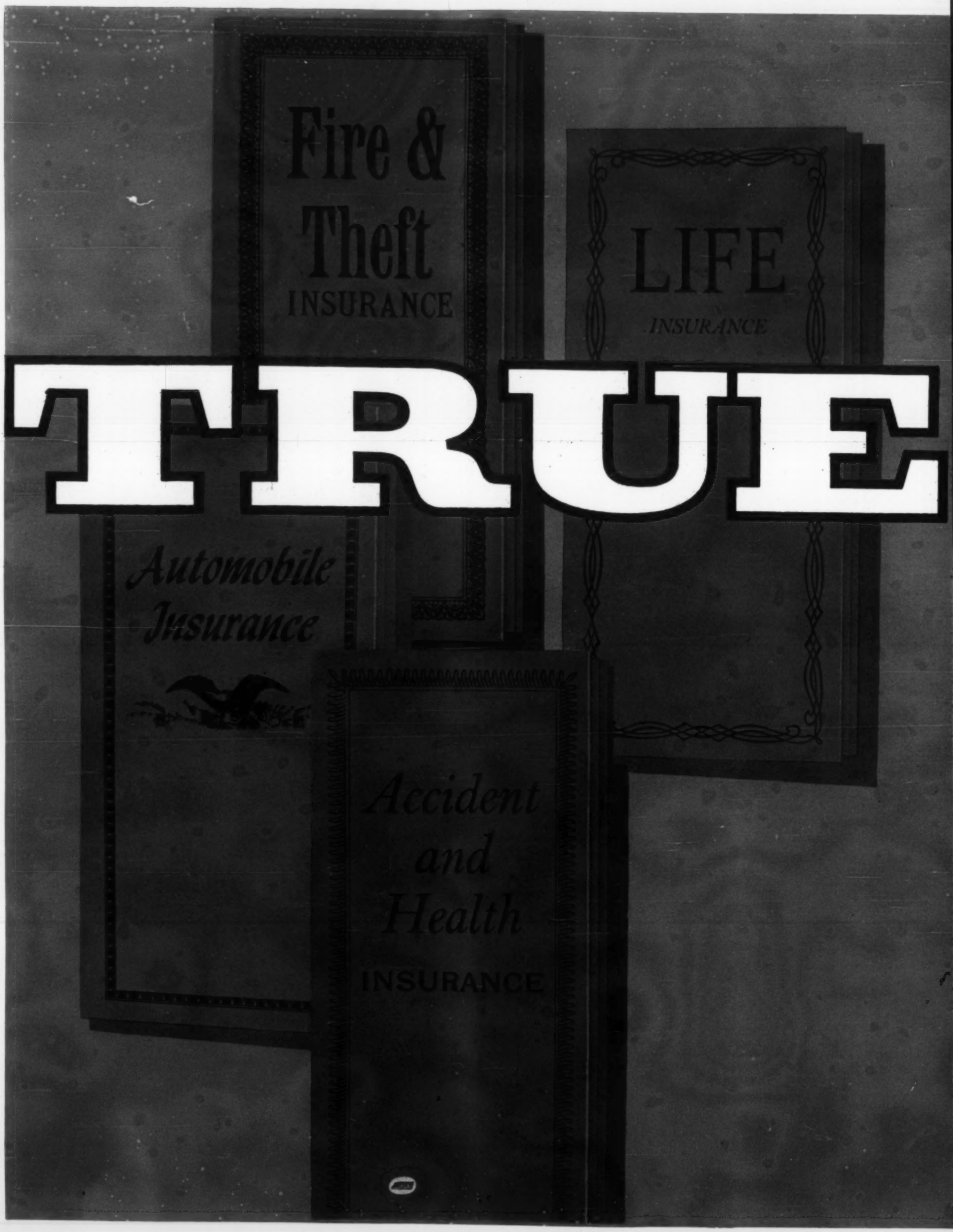
is first

The readers of True—the world's largest man's magazine—will spend over $290,000,000 for beer and ale in 1962.

$1.00 in True will reach 179 men who buy beer and ale—more than in Life, Look or the Saturday Evening Post.

ASK YOUR ADVERTISING AGENCY WHAT TRUE CAN DO FOR YOU

A FAWCETT PUBLICATION


Fire &
Theft
INSURANCE
LIFE
INSURANCE
TRUE
Automobile
Insurance
Accident
and
Health
INSURANCE

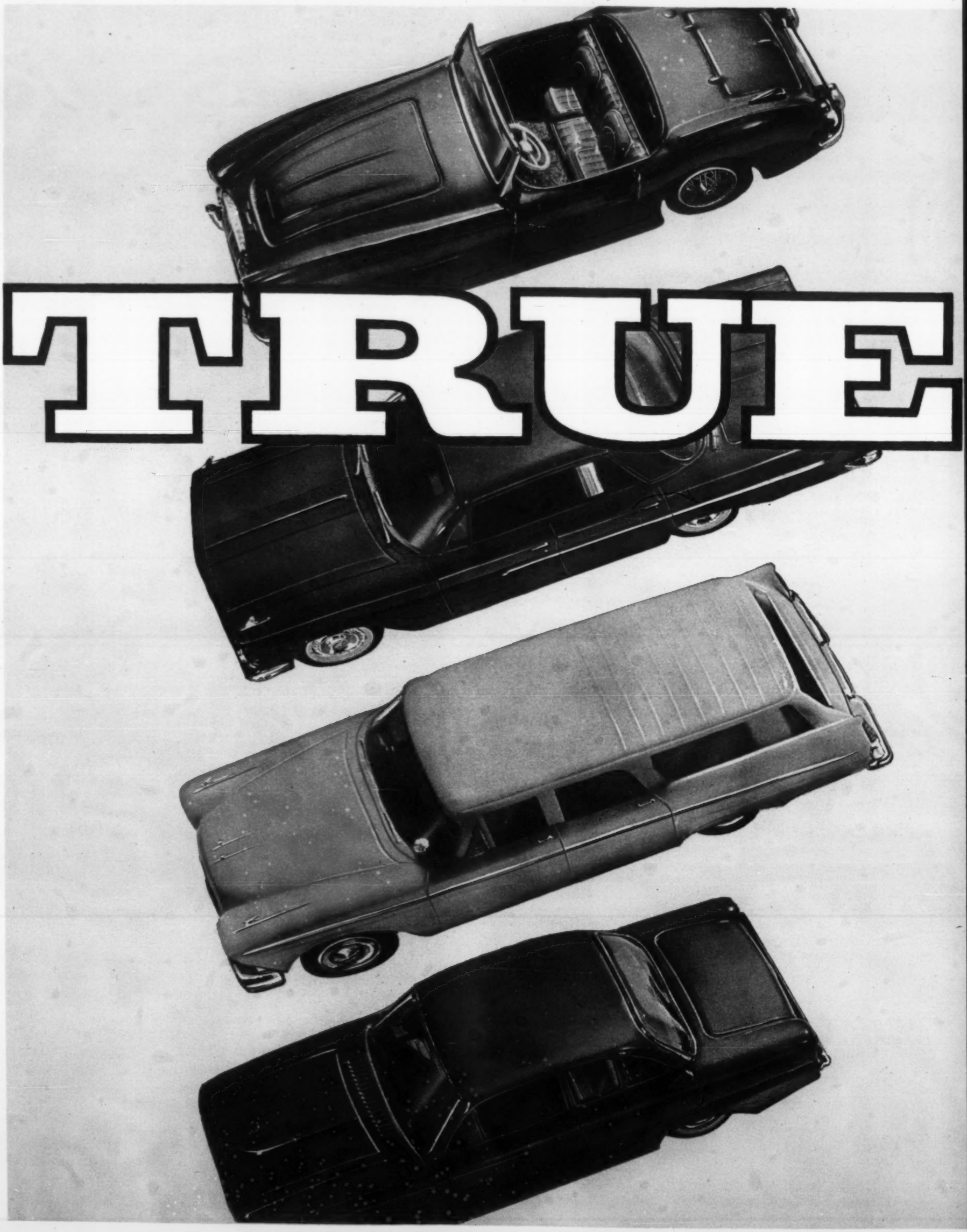
is first

The readers of True—the world's largest man's magazine—will buy over 575,000 insurance policies in 1962.

$1.00 in True will reach 59 men who buy insurance—more than in Life, Look or Saturday Evening Post.

ASK YOUR ADVERTISING AGENCY WHAT TRUE CAN DO FOR YOU

A FAWCETT PUBLICATION


TRUE

is first

$1.00 in True—the world's largest man's magazine—will reach 235 men who now own autos and 49 who will buy a new car in 1962—more than in Life, Look or the Saturday Evening Post.

ASK YOUR ADVERTISING AGENCY WHAT TRUE CAN DO FOR YOU

TRUE

A FAWCETT PUBLICATION

TRUE

is first in manpower*

*Yes—for True manpower—use the magazine that gives you more male readers per dollar than Life, Look or Saturday Evening Post.

Promote Your Own Wares Like Clients', Erwin Urges Agencies

CHICAGO, Oct. 4—If all agencies promoted their client's products as poorly as most of them promote their own services, they would probably lose most of their accounts, Thomas Erwin, president of the Advertising Workshop, told members of the Chicago alumni chapter of Alpha Delta Sigma last week.

Speaking on "How to Get New Accounts for an Advertising Agency," Mr. Erwin, author of "Solicitation & Presentation Techniques," said too many agency owners believe that if they do a good job on their clients' accounts, virtue will be automatically rewarded, and other advertisers will beat a path to their doors.

He outlined seven steps to obtain new accounts, beginning with establishment of a budget for new business promotion. The budget should not be less than 2% of net profits, he said.

■ Second, a carefully selected mailing list, including names of every worthwhile company in the area which the agency can profitably serve, should be prepared. Data, including names of individuals, phone numbers, list of plants, products, type of distribution, annual sales volume, annual advertising expenditures, name of present agency and account executive, should be put on file cards for easy reference.

Third, the agency should assign its best qualified writers to prepare a series of outstanding sales promotion letters, to be mailed monthly.

Fourth, the best qualified writers should be assigned to plan and produce an outstanding general agency presentation. The presentation should convey in simple, arresting and convincing fashion, a concept of the agency's creative talents, experience and resources.

■ Fifth, a typewriter with jumbo type and a supply of linen-hinged sheets—should be kept on hand for presentations.

Sixth, the agency should assign its most efficient secretary to administer the prospect list and to maintain legalized data file folders on all prospects in which it has special interest.

Seventh, an intramural competition among all creative people in the agency to produce the best house ads possible should be inaugurated. #

Breck Buys CBS 'Showcase'

John H. Breck Inc., Springfield, Mass., will sponsor a monthly series, "Breck Golden Showcase" on CBS-TV. The first of the one-hour dramas, "The Picture of Dorian Gray," will be presented Dec. 6. Breck's order was placed through Reach, McClinton & Co. NBC-TV signed General Mills and American Tobacco Co. to co-sponsor "World Series Spotlight," a 15-minute show before each series game. The General Mills buy was made by Knox Reeves Advertising, while American Tobacco's was placed through Sullivan, Stauffer, Colwell & Bayles.

Official Films Profits Up

Official Films, New York, tv film distributor, reported a pre-tax profit of $412,000 for the fiscal year ended June 30, 1961, as against a pre-tax loss of $1,308,000 for the previous year. The net profit, after taxes, was $237,000, compared with a net loss of $691,000 for the earlier year. Distribution commissions and the gross profit from sales for fiscal 1961 totaled $1,192,944, well above the $414,294 recorded for fiscal 1960.

Telesynd Adds 3 Salesmen

Telesynd, New York, a division of Wrather Corp. set up for the syndication of "The Lone Ranger" series, has added three account executives. Richard Buch, formerly with Screen Gems, will make his headquarters in Chicago and cover the midwest territory for Telesynd; Owen Duffy, previously with Guild Films, will cover the west coast working out of Los Angeles; and Frank Spiegelman, formerly with Independent Television Corp., will cover the Northeast, working out of Buffalo.

Kastor, Hilton Adds Two

American Molasses Co., New York, has switched advertising for its industrial division from Asher, Rosston & Kremer to Kastor, Hilton, Chesley, Clifford & Atherton, New York, which has had the consumer advertising for five years. At the same time, Kastor, Hilton has been named to handle advertising for *Drug News Weekly*, new Fairchild Publications business paper.

Orbit Productions Moves

Orbit Productions, New York, a recently formed tv film production company, has moved to new quarters at 630 Ninth Ave. President of the new company is Sam Fleishman, previously an executive with Advertising, Radio & Television Services.

Tamber Joins EWRR

Sid Tamber has joined Erwin Wasey, Ruthrauff & Ryan, New York, as a tv-radio producer. Experienced in producing, directing and writing, he formerly worked on "Candid Camera" and "The Big Pay-Off" on CBS-TV.

PRESENT PAPERS WITH DIGNITY
SEND $1.00 FOR 10
JIFFOLD PRESENTATION COVERS
(regular $2.10 value)
HOLDS 20 8½" x 11" SHEETS
SOFT • WHITE • DISTINCTIVE
UNIQUE STITCHING
WILL NOT SNAG OR SCRATCH
CLINT LEAP, INC.
737 Locust Corner Road
Cincinnati 45, Ohio

Air freight helps get the word around

Emery Air Freight is used regularly to ship film, transcriptions, and scripts of Canada Dry commercials to stations all over the country to meet program deadlines. Emery Air Freight gives same day or overnight delivery *anywhere* in the nation. Plan now to take advantage of the speed and reliability of Emery by specifying "Ship Emery Air" on *your* shipments. Find out how much faster Emery can deliver to any point in the nation by calling your local Emery man, or write . . .

EMERY AIR FREIGHT
801 Second Avenue, New York 17, New York
Offices in all principal cities.

Along the Media Path

"Where Metal-Forming Equipment Is Advertised," a booklet showing comparisons of metal-forming equipment manufacturers' advertising in principal metal-working magazines for the first three months of 1961, has been published by **Metalworking**, Cahners Publishing Co., Cahners Bldg., 221 Columbus Ave., Boston 16.

• Effective with its October issue, **Reader's Digest** will publish a press section devoted to newspaper editorials and other comments on the news.

• **Shipping Management** will change its format from a "slick" trade magazine to a tabloid newspaper-style publication, effective with its November issue.

• **WBKB**, Chicago, sent agency personnel exact replicas of the New York residence of ABC-TV's "Top Cat," (garbage cans) to promote the new program.

• Linde Co., a division of Union Carbide Corp., has won the 1961 Kirkpatrick Award for Chemical Engineering Achievement, presented by **Chemical Engineering**.

• **WJBK**, Detroit, is saluting on the air 180 students from 49 schools in its listening area, who were chosen as semi-finalists in the National Merit Scholarship competition. The individualized salutes name one of the semi-finalists together with the school he or she attends. The station will announce the names of the scholarship winners in March. Winners will be awarded a four-year merit scholarship to the college of their choice.

• General Development Corp., at its recent sales meeting in Miami Beach, distributed specially prepared copies of the **Miami News** to more than 500 sales agents attending the convention. The first two pages of the newspaper were devoted entirely to the corporation.

• **Golf Digest** will change its page size from 5⅜x8¼" to a standard 8⅜x11¼", effective with its January issue. The magazine will also increase its frequency of issue from 11 to 12 issues per year.

• In cooperation with the Pennsylvania Medical Society, **KQV**, Pittsburgh, has launched a "Safeguard your health" drive. The station is running a series of messages aimed at taking preventive measures against burns, poisons and the common cold.

• Agency personnel last week received hemostatic forceps (surgical clamps) and various other surgical instruments, in addition to a Johnson & Johnson first aid kit, from **ABC-TV** to promote the premiere of the network's new medical series, "Ben Casey."

• To promote the 40th anniversary of **WABC**, New York, Robert F. Wagner, New York mayor, declared the week of Sept. 30, "WABC Week."

• **Parents' Magazine** will devote its February issue to the problems and progress of U.S. schools and education.

Department of New Laurels: **Home & Auto Retailer** published 404 pages of display advertising during the first nine months of 1961, an 18% increase over the comparable 1960 period.

• **Newsprint Information Committee**, 150 E. 42nd St., New York, will publish a "scientific" measurement and appraisal of newspapers as a national medium in November. The group, composed of six Canadian newsprint producers, will make the results available to all agencies and substantial advertisers in the U.S.

• **Consulting Engineer**, 217 Wayne St., St. Joseph, Mich., has prepared an annual "Specification Data File" service, exclusively for the use of consultation engineers. The indexed catalog system, specifying mechanical, electrical and structural products, will be released early in 1962. The publication is represented by Theodore E. Gordon, 50 Rockefeller Plaza, New York 20. #

Early Times Sets New Contest

Early Times Distillery Co., Louisville, Ky., is offering a jet flight for two to Venezuela, with a week's vacation thrown in, to the nation's most creative and original bartender or tavern owner. The prize will go to the winner of the distillery's sixth annual national mixed drink competition. Deadline for entries is Nov. 3.

Texaco Sets Premium Offer

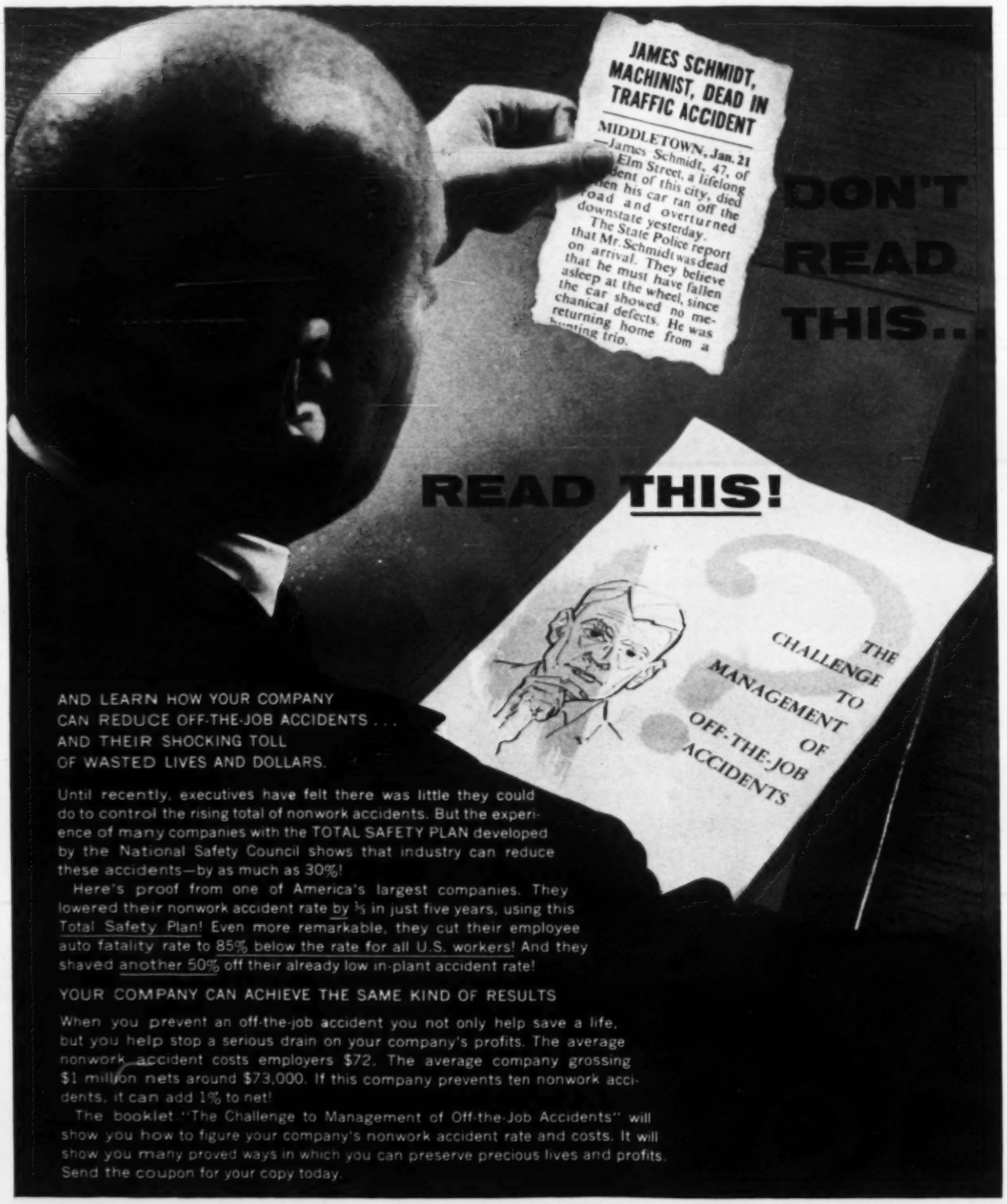
Texaco, New York, will introduce another traffic building premium—an oil tanker toy to sell for about $3.98—"well before Christmas," thus ending speculation on whether Texaco would scrap premiums following the shift of its $11,600,000 account from Cunningham & Walsh to Benton & Bowles, effective Oct. 1.

Illinois Meat Sets Push

Illinois Meat Co., Chicago, will launch a spot radio campaign for Broadcast corned beef hash in mid-October. The one-minute spots will feature Amy Vanderbilt, etiquette writer, who will give household tips.

WQSR Names Weed Radio

WQSR, a new station in Syracuse, N.Y., has appointed Weed Radio Corp. as its national representative.


JAMES SCHMIDT, MACHINIST, DEAD IN TRAFFIC ACCIDENT
MIDDLETOWN, Jan. 21
—James Schmidt, 47, of
Elm Street, a lifelong
dent of this city, died
hen his car ran off the
oad and overturned
downstate yesterday.
The State Police report
that Mr. Schmidt was dead
on arrival. They believe
that he must have fallen
asleep at the wheel, since
the car showed no me-
chanical defects. He was
returning home from a
hunting trip.
DON'T READ THIS..
READ THIS!
THE CHALLENGE TO MANAGEMENT OF OFF-THE-JOB ACCIDENTS

AND LEARN HOW YOUR COMPANY
CAN REDUCE OFF-THE-JOB ACCIDENTS . . .
AND THEIR SHOCKING TOLL
OF WASTED LIVES AND DOLLARS.

Until recently, executives have felt there was little they could do to control the rising total of nonwork accidents. But the experience of many companies with the TOTAL SAFETY PLAN developed by the National Safety Council shows that industry can reduce these accidents—by as much as 30%!

Here's proof from one of America's largest companies. They lowered their nonwork accident rate by ⅓ in just five years, using this Total Safety Plan! Even more remarkable, they cut their employee auto fatality rate to 85% below the rate for all U.S. workers! And they shaved another 50% off their already low in-plant accident rate!

YOUR COMPANY CAN ACHIEVE THE SAME KIND OF RESULTS

When you prevent an off-the-job accident you not only help save a life, but you help stop a serious drain on your company's profits. The average nonwork accident costs employers $72. The average company grossing $1 million nets around $73,000. If this company prevents ten nonwork accidents, it can add 1% to net!

The booklet "The Challenge to Management of Off-the-Job Accidents" will show you how to figure your company's nonwork accident rate and costs. It will show you many proved ways in which you can preserve precious lives and profits. Send the coupon for your copy today.

Published to save lives in cooperation with The Advertising Council and the National Safety Council

SUPPORT YOUR LOCAL SAFETY ORGANIZATION

NATIONAL SAFETY COUNCIL
425 NORTH MICHIGAN AVENUE
CHICAGO 11, ILLINOIS

Please send a copy of "The Challenge to Management of Off-the-Job Accidents." I want to learn how my company can save lives and dollars with your TOTAL SAFETY PLAN.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

KSLA TV
SHREVEPORT
LOUISIANA

Ask our reps . . .
Harrington, Righter and Parsons
. . . about the **naturally rich** KSLA-TV market.

MY LIFE ON THE BLACKLIST BY RING LARDNER JR.
BACKSTAGE WITH BOB NEWHART BY PETE MARTIN
THE ORDEAL OF A UNITED STATES AIR FORCE CADET

The Saturday Evening POST

Oct. 14, 1961 20¢

BEGINNING ONE OF THIS SEASON'S OUTSTANDING BOOKS, IN ADVANCE OF PUBLICATION: A MEMORABLE NOVEL BY THE FAMOUS POLITICAL COLUMNIST, MARQUIS CHILDS. WHO ARE THE PEACEMAKERS? THE HIGH-LEVEL, BUT QUITE HUMAN, DIPLOMATS ON WHOSE DISCRETION...OR INDISCRETION... RESTS THE FATE OF A WORLD AT THE EDGE OF NUCLEAR WAR.

siderable fluency. The soup came on, the course was changed, and he found himself struggling to keep the little ball going back and forth across the wall. The fatuousness of their exchange depressed him more than it ever had before. To make conversation, he was snatching at oddments of memory — the Soviet film he had seen several years before, something about cranes flying, the war, remarkable scenes of realism in a hospital with the wounded. More than ever Stoneface was politely monosyllabic in his replies, seeming a little removed, as though from a superior height he could look down at the pathetic scurrying of the American Secretary of State.

"This is an excellent fish," he said in desperation when the next course had been served. "What kind of fish is it?"

"It is a very special fish which I have had flown here for our lunch today. It is a fish from the Lake of Zumlanska."

"Well, I must say I feel we're very honored. Very honored." He repeated for lack of anything else, and then there was an awkward pause. "It has such a nice delicate taste."

The silence came down, and Caleb Fulton felt himself defeated. Trivial though it might be, it was a defeat that left him with a hopeless sense of his own ineffectuality. Yet at the same time he was angry. On the face of his host was a look of remote preoccupation. Even the small windows in the diving helmet had been covered over. Caleb Fulton was filled with an irrational anger. *How does he dare do this?* he said to himself. *And what do I have to lose if I jolt him, if I send a right hook to his jaw?* There was nothing to lose.

"I want to ask you something," he began, waving away the butler who was offering the meat course a second time. "I want to ask you how we're going to get out of this situation in which we find ourselves."

He was pleased to see that Stoneface was startled, so startled that for a moment the visor was raised and the expression in the dark impenetrable eyes was frankly one of curiosity.

"Situation?" He had recovered. "I am afraid I do not understand what you mean by the situation."

"You know very well what I mean, Mr. Minister. We came here to discuss ways to insure peace in the Middle East and in Africa, and since we've come here we've been confronted with a situation as dangerous as any you and I have ever known in our whole lives. That is the situation about which I speak, and there is no use in disguising it. The consequences can be terrible for all of us. I think you know this as well as I do."

"Yes, very terrible," Stoneface said, breaking the silence that had come down

most roughly. "We know – you and I know – that whatever names se two forces they can bring on a war unless they are stopped. And a nean the end of everything in your world and mine."

nrugged, the most gentle and diplomatic of shrugs. There was even on ht smile. "There is only one way for this to be resolved, and that is if s confess to their aggression withdrew from the territory they have pay full reparation for the damage they have done. Perhaps then it le to persuade the peace-loving forces to put down their arms too."

, yes intolerable. Caleb Fulton kept silent. It was all very well to talk e, but patience, under the circumstances, had its limits. As though the ression of what he felt, the driving desire to reply with a blast of rage, ords, with words of violent anger, were too much for his body, he felt his interior a sudden sharp stab of pain. A knife whetted to a razor's ng drawn across his abdomen. With an effort of will he suppressed n almost an involuntary cry on his lips, hoping that his face would not uish he felt. The pain abated, and with the enormous relief he felt de, a desire to have done with it, to end a farce that had gone on far butler was offering the salad and, as he helped himself, the pain in his k again. He thought, *I shall have to leave the table.* What in God's He sat with his hands rigid at his sides, aware that Stoneface had ely at him. The thing was too absurd. Imagine the Secretary of State he at a moment when what he might say could mean the difference r death on the earth, the quick or the dead. He began to make a ges- his salad.

d-hot knife in his middle was turned round again, for a longer time, The wild thought occurred to him that he had been poisoned, strych- c, yes, lunatic, but how else explain the red-hot poker so freely anned the table to see if there were other victims. But no, they all tly well, even content with their lot. Tom and Grimsby were laugh- ly apparently at some joke that Volkonkov had told. In the intervals oming and going, he felt for Stoneface, who was now engaged in con- Geoffrey Hawkes on his left, a hatred such as he had never known ld see him stoned, blinded, his eyes torn out. Let it come down then, ry out, let it rain down, let the Gahagans ride the skies and rain down ath on Stoneface and all his kind. He wanted to appear to be listen- Russian seated on his right, the Number Two of the delegation, was heard not a word of it.

nt he was hardly aware that the servant was holding out the dessert,

THE PEACEMAKERS IS THE LATEST IN A LONG LINE OF IMPORTANT BOOKS PUBLISHED FIRST IN THE SATURDAY EVENING POST—THE MAGAZINE THAT BRINGS YOU MORE BOOKS BY FAR THAN ANY OTHER MAGAZINE IN THE WORLD. (92 BOOKS IN 1960 ALONE CAME FROM THE PAGES OF THE POST!)

The Peacemakers, beginning in this week's Post, is unquestionably one of the most important books of the year. It is the story of the diplomats of East and West in Geneva. 20 agonized hours of their last-minute negotiations under the threatening cloud of nuclear war. Marquis Childs' portraits of the peacemakers are sharply etched. You live with them. Share their personal fears and desires. Get behind the talkers, the skillful orators, the stone-faced utterers, the disillusioned mumblers. This is fiction that's as real as the present Berlin crisis. The results are must reading. A re-evaluation of U. S. relations with England and France. A sobering conclusion about our foreign policy. It will be talked about in Washington, London, Paris and Moscow. Discussed in high places and common corners—wherever the Post is read. The *new* Post. The magazine of writing that's right for our changing, challenging times. The magazine that dares to speak to American adults as adults. The magazine that influences thinking Americans to think. Suddenly advertising has a vital new medium in which to be seen. *Suddenly reading becomes a new adventure!*

A CURTIS MAGAZINE

The Saturday Evening POST

© 1961 The Curtis Publishing Company

NEW FLAVOR—*Ac'cent International is introducing new flavors (AA, Oct. 2) via half-page color ads in Sunday supplements in Baltimore, Cleveland and Washington. This ad is for lemon-flavored Ac'cent; a garlic flavor is also being promoted.*

U. S. to Issue Book on Self Regulation of Ad Industry

WASHINGTON, Oct. 3—The Commerce Department's advertising committee decided to go ahead with the preparation of a publication which will summarize what the advertising industry is doing on self regulation.

Associations represented on the committee agreed to spend $2,000 to defray the cost of the publication. Eldridge Peterson, now at Pace College, New York, formerly editor of *Printers' Ink*, is to prepare the publication, and it will be published and distributed by the Department of Commerce.

The publication, long advocated by committee members, will give information in convenient reference form on what individual advertisers are doing to create and live up to standards set for themselves; self regulation by group effort; and various trade codes and practices. Sponsors of the idea believe it will be effective in showing the constructive efforts within the industry to deal with widely publicized abuses. #

Hood River Launches Push

Hood River Apple Growers Assn., Hood River, Ore., is using radio, television and transit advertising to introduce Combo, a new fruit drink, in western Oregon and southwestern Washington. The new fruit drink is a blend of pear and apple juices, with natural orange flavoring added. Radio and tv spots are featured on stations in Portland, Eugene, Grants Pass and Medford, Ore.

'American Home' Shifts 4

Standish K. Bachman, formerly New York sales manager, has been promoted to general sales manager of *American Home*, New York. He replaces John L. Collins, who was appointed advertising director to succeed John J. Veronis who was named to a similar post with *Ladies' Home Journal*. Wesley J. Silk, previously with *American Home*, Philadelphia, replaces Mr. Bachman. Joseph P. Maloney, formerly New York group supervisor, has been named eastern sales manager, a new position.

'Suburbia Today' Names Smith

Allan L. Smith, who joined *Suburbia Today*, New York, in May, 1960, has been named to represent the magazine in North and South Carolina, Virginia, Tennessee, Alabama, Florida and Georgia.

FREE LIGHT
with every sign

'Codit" Reflective Liquid makes your highway "tacker" signs sell day *and* night—without the cost of light! Reflective sign surface bounces back light borrowed from oncoming cars. Brilliant. Impressive. You reach 50% more motorists than with daytime-only signs—and at much less cost per reader.

WRITE FOR FOLDER AND FREE DEMONSTRATION SAMPLE

CODIT® BRAND REFLECTIVE LIQUID
Minnesota Mining & Manufacturing Co. 3M
Dept. RCW, St. Paul 6, Minn.

Contadina Sets Radio Push, Joint Drive with Kraft

SAN JOSE, CAL., Oct. 3—A new $500,000 campaign for Contadina tomato paste, prepared by the San Francisco office of Cunningham & Walsh, will be launched in October and November.

The campaign, largest in Contadina's history, will feature Stan Freberg in comedy radio commercials to run from 75 to 175 times a week in each of more than 30 cities during the two months.

Martin Morici, vp in charge of sales and advertising of Contadina Foods, said the keynote of the campaign will be the now famous phrase, "Who puts eight tomatoes in that little bitty can?"

The food marketer will use stations in San Francisco, New York, Chicago, Philadelphia, Boston, St. Louis, Pittsburgh, New Orleans and other cities representing major marketing areas.

■ Coinciding closely with the radio spots will be a joint campaign with Kraft Foods to promote the combination of Contadina tomato paste and Kraft spaghetti dinner. Four-color spreads showing Contadina sauce being blended with Kraft spaghetti are slated for 16 newspaper supplements throughout the U. S.

In addition, tv commercials on the Perry Como show, handled by J. Walter Thompson Co., Chicago, will feature the "good cooks at Kraft" preparing a Kraft-Contadina spaghetti dinner for network viewers. #

Meeker Promotes Dudley

Robert L. Dudley, director of station relations and sales development of Meeker Co., New York, radio-tv station representative, has been named a vp.

Photo courtesy of Northern Electric Co., Chicago, an A&SP advertiser since 1959

When is a product a premium?

The number of nationally-known products available as premiums and prizes keeps growing from year to year. Perhaps this is a market you've given some thought to for a product made by your company or by a client.

The benefits are several. The market for incentive merchandise is large—and growing. By itself, it offers an opportunity for a handsome volume of new business. In addition, it almost always means bonus advertising for your product, being featured in the user's magazine space, television and radio time, in newspapers, point-of-purchase advertising and direct mail.

A&SP's unparalleled coverage of sales promotion, advertising and merchandising executives (the idea people who create merchandising ideas, pick premium offers), in combination with monthly departmental editorial features on premiums, prizes and specialties, has helped many companies develop their share of the premium market. Perhaps A&SP can help you or your client.

A & S P Advertising & Sales Promotion
FORMERLY ADVERTISING REQUIREMENTS
200 E. ILLINOIS ST. • CHICAGO 11, ILLINOIS

"HOW LONG SINCE YOU'VE TRIED THE
"Hat Trick"
ON Design News?

IT WORKS LIKE THIS: YOU PUT ON YOUR HAT... GO OUT AND ASK OEM PRODUCT ENGINEERS HOW THEY FEEL ABOUT DN! *We* do it... regularly and thoroughly. If *you* try it, you'll get the same answers. Almost to a man, OEM designers say Design News serves them in a very *special* way. How? DN fulfills, in the most practical sense, their *special* needs for design ideas and data not available in other design books. Design engineers count on DN for the *most* Usable Design Ideas... proved ideas that help them design better, more salable products for less money. Advertisers count on this "idea" climate to get their story to these men whose designs and specifications trigger big-volume, repeat sales. We keep doing the "Hat Trick" with DN readers ... these key men in more than 15,200 U. S. OEM/Meta'working Plants. It always shows *why* the most (52,214 current circulation) – and best – prospects in the design field read and *use* Design News!

ROGERS PUBLISHING COMPANY, INC., Englewood, Colorado
A subsidiary of CAHNERS PUBLISHING COMPANY, INC.

ABP BPA

Columbus Defers Action on Bill to Censor Movie Ads

COLUMBUS, Oct. 3—The city council last week deferred action on an ordinance calling for censorship of movie advertising as well as of movies, (AA Sept. 25). Locally the postponement is seen as indefinite. Earlier, City Attorney Russell Leach had submitted an opinion to the council that the city was empowered to censor movies, but not newspaper advertising for movies.

"Any attempt to require the newspapers or publishers to submit advertising material for censorship or to prohibit their printing uncensored advertising would constitute an infringement upon the freedom of the press," he said. #

Bates Appoints Four

George R. Christie and Tod Moore, both account executives, have been named assistant vps of Ted Bates & Co., New York. Ellen Tufts, formerly a staff assistant to Victor Riesel, labor columnist, has joined the publicity department. Alan Koehler, previously vp and copy chief of Norman, Craig & Kummel, has been named a copywriter.

Consolidated Adds Two

Consolidated Advertising Directors, Los Angeles, has been named agency for Holloway House, paperback book publisher, and Invitation Dinners, which offers two restaurant meals for the price of one with a membership card.

STATEMENT OF THE OWNERSHIP MANAGEMENT AND CIRCULATION REQUIRED BY THE ACT OF CONGRESS OF AUGUST 23, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, JULY 2, 1946 AND JUNE 11, 1960 (74 STAT. 208).

Of Advertising Age, published weekly at Chicago, Ill., for October 1, 1961.

1. The names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, G. D. Crain, Jr., Chicago, Illinois.

Editorial Director, S. R. Bernstein, Chicago, Illinois.

Managing Editor, J. J. Graham, Chicago, Illinois.

Business Manager, C. B. Groomes, Chicago, Illinois.

2. The owner is: (if owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.)

Advertising Publications, Inc., 200 East Illinois Street, Chicago 11, Illinois.

G. D. Crain, Jr., 200 E. Illinois St., Chicago, Ill.; G. R. Crain, 200 E. Illinois St., Chicago, Ill.; S. R. Bernstein, 200 E. Illinois St., Chicago, Ill.; M. S. Bruns and R. B. Oleson, 5826 N. Whipple St., Chicago, Ill.; C. B. Groomes and D. A. Groomes, 200 E. Illinois St., Chicago, Ill.; E. F. Crain, 2909 N. Sheridan Rd., Chicago, Ill.; Kenneth C. Crain, 238 East 23rd St., New York City; L. C. Crain, 238 East 23rd St., New York City; J. B. Miller and M. A. Miller, 409 S. Second Ave., Maywood, Illinois; B. G. Rehm and H. M. Rehm, 4308 Churchill Rd., St. Matthews, Ky.; E. K. Hamlin, Route 1, Vandalia, Michigan; Mary C. Sanders, 611 Barton Place, Evanston, Ill.; Jesse W. Crain, Box 2059, Carmel, California.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: None.

4. Paragraphs 2 and 3 include, in cases where the stockholders or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiants full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: 50,159.

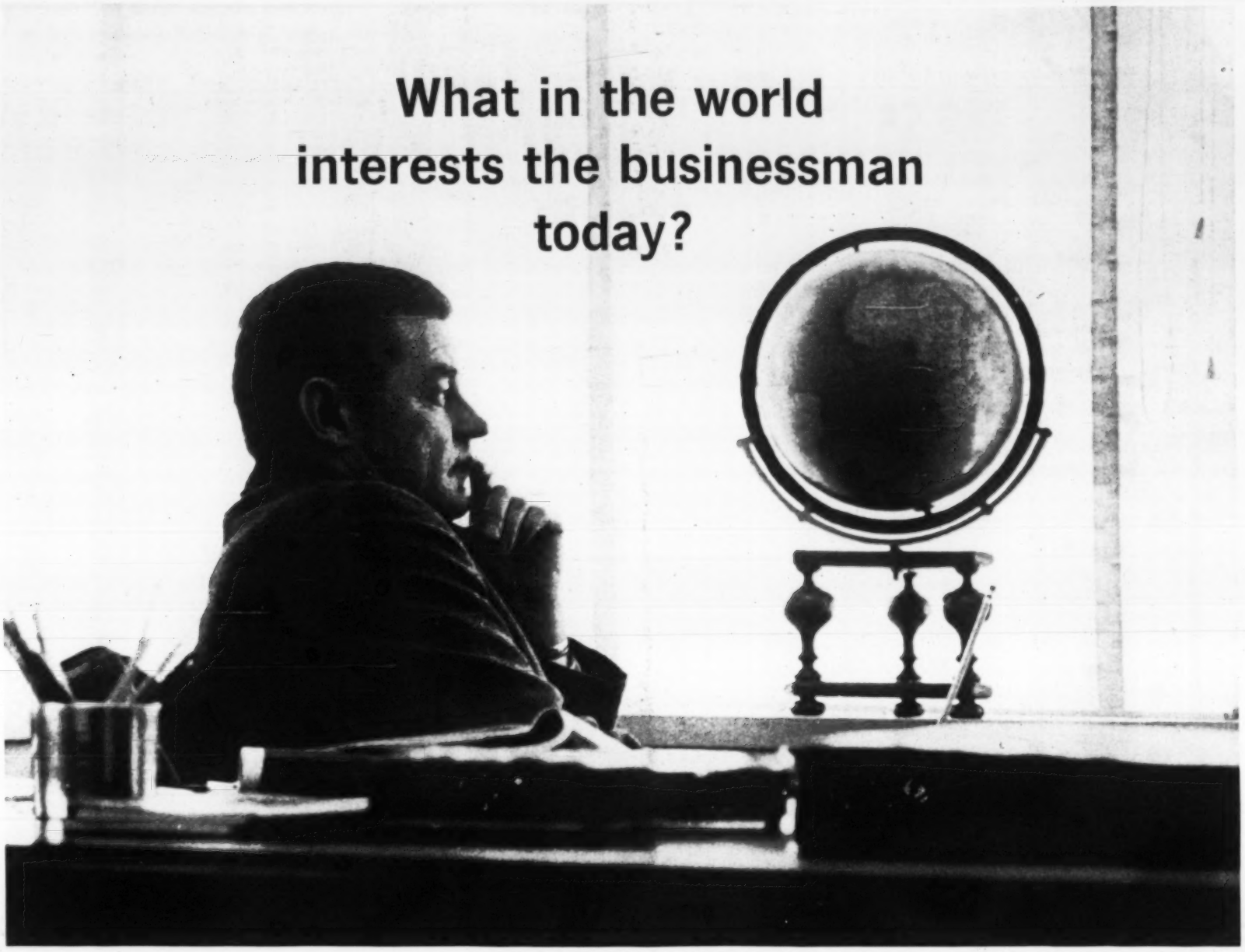
C. B. GROOMES
Business Manager

Sworn to and subscribed before me this 6th day of September, 1961.

ETHEL C. DOSTAL

(Seal)
(My commisson expires May 11, 1964)

What in the world interests the businessman today?



*New study conducted in consultation with the Advertising Research Foundation shows "USN&WR" to be the "most important" news magazine for business information needs**

The important news of national and international affairs today happens fast, travels quickly, has its immediate effects on business plans and decisions. No one has a greater interest—bigger stake—in this important news than today's busy businessman.

This fact emerges from a major communications research project conducted for "U.S.News & World Report" in consultation with the Advertising Research Foundation. Interviewed were presidents of corporations in the nation's largest business and industrial centers, chosen at random from Dun & Bradstreet's "Million Dollar Directory." (This directory lists the executives of some 21,000 firms with an indicated net worth of $1 million or more.)

Findings of the study show these five basic areas of information to be by far the most important to the businessman today: trends and developments in (1) *economics and business* (2) *finance* (3) *labor-management relations* (4) *government and politics* (5) *world news.*

The findings single out "U.S.News & World Report" as the news magazine *preferred* as a source for each of the five information needs. It also establishes "USN&WR" as the overall most important source for all five areas.

Why? Because it consistently publishes more of this news than the other two news magazines *combined.* And because it covers this news in depth, in a way that helps the businessman the most.

It's this climate of important and useful news that surrounds the advertising in "USN&WR" each week, that commands the interest of today's best customers at the time they are seeking information to help them in their business plans and decisions.

No wonder that more and more advertisers are calling on the advertising pages of "U.S.News & World Report" to spearhead their campaigns . . . why so many consider it to be . . .

. . . the most important magazine of all.

U.S.NEWS & WORLD REPORT

America's Class News Magazine

Now more than 1,200,000 net paid circulation

*For details, in film strip or printed report, ask your agency or our advertising offices at 45 Rockefeller Plaza, New York 20, N. Y. Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.

Woody says: In Central Illinois there's no extra charge for

RED CARPET* ADVERTISING

*Red Carpet Advertising? It's no extra charge advertising plus down-to-earth local merchandising. Here's how it works: 1. We send direct mail to retailers inviting local tie-in ads. 2. We follow up with personal calls. 3. We send you a written report. Mail your ad or come in person, the "Red Carpet" is out. Combine this hard-hitting plan with a $233,000,000 market in Illinois' 7 richest counties; incomes 20% above average; balanced industry, farm, education. It's the ideal market right in the heart of the Golden Central Illinois corn belt.

R.O.P. Spot Color--plus Full Color (black and 1, 2, or 3 colors Daily and Sunday)

BLOOMINGTON-NORMAL, ILLINOIS **Pantagraph**

BLOOMINGTON

Represented by: Ward-Griffith Co., Inc.

Mooney Boosts Koepplinger

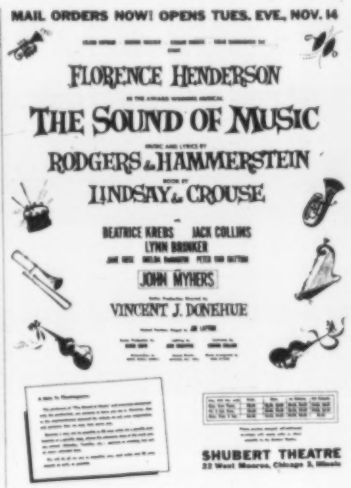
Gerald F. Koepplinger has been appointed marketing manager of Mooney Bros., Little Falls, N. J., and its subsidiaries, Chem Flow Corp. and Flow Equipment Corp. Mr. Koepplinger, who also will be in charge of market research for the three companies, was formerly national sales manager of Chem Flow.

Electronic Futures Formed

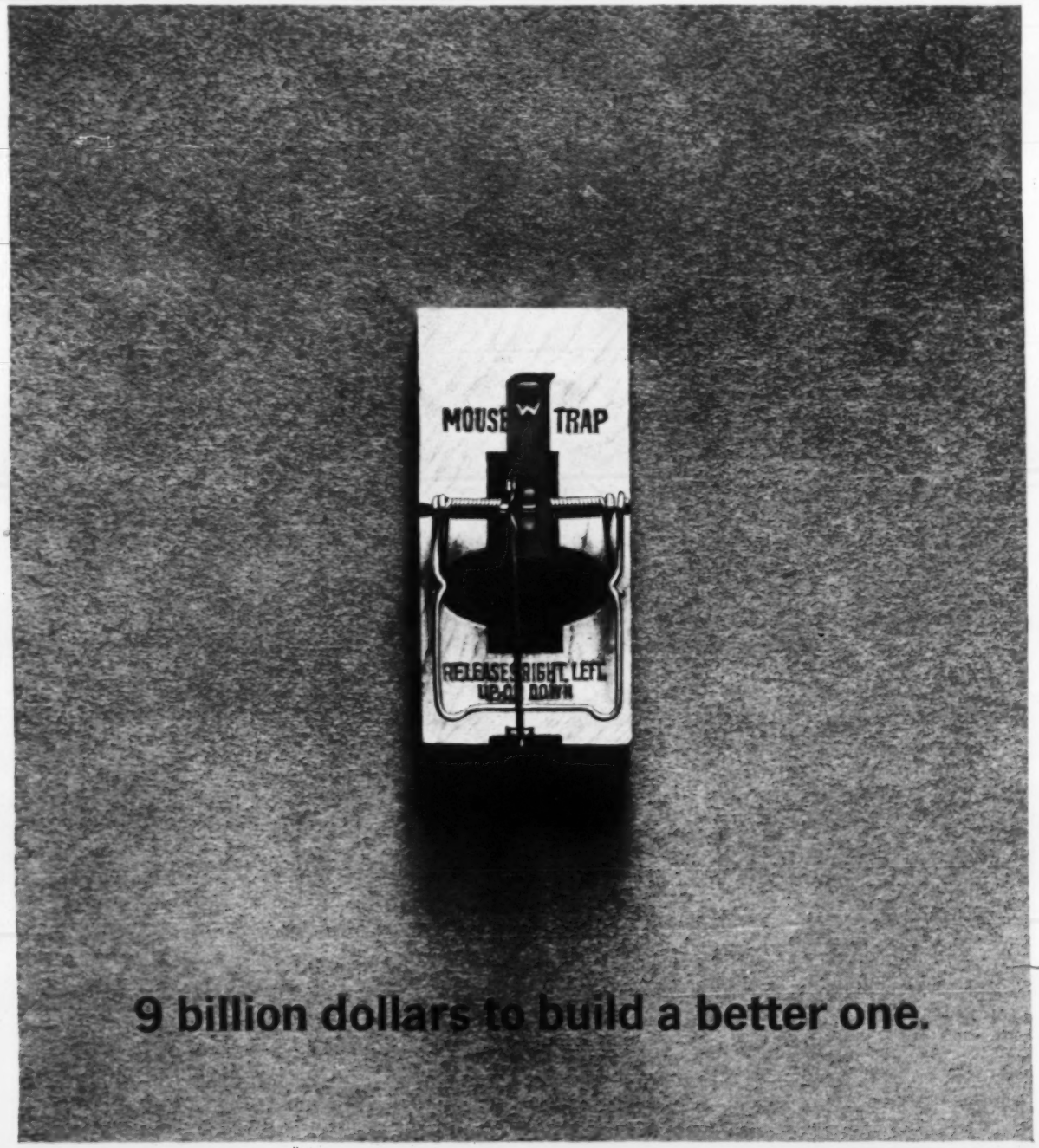
James J. McKeon, formerly marketing director of Soundscriber Corp., has formed Electronic Futures, New Haven, which will engage in research, development and marketing of electronic devices and systems for publishing and educational fields, as well as a line of educational toys.

Sales Execs Offers Booklet

The Sales Executives Club of New York has published "Proceedings of the Second Annual Marketing Strategy Conference." Price for non-members is $2.



THEATRICAL 'FIRST'—*This color page in the Oct. 1 Chicago Tribune was the first use of a color page ad in Chicago newspapers to announce a theatrical production, the publication said.*



9 billion dollars to build a better one.

We're living in a needing, buying, growing America—a time for new and improved products and services—the creation of new jobs. More than ever, a businessman with an idea, with the urge for something better will move ahead with our expanding economy.

But after the idea, what follows can be a costly period of research and development. Not necessarily—if you use the immense 9-billion-dollar fund of research and patent information that's available at your U.S. Department of Commerce. Think of the saving—in time and money.

For example: there are reports on extensive research by your Government in new products and processes. A translation of data on inventions and discoveries abroad—information on over 3 million patents—a fortune in patents owned by your Government. All this is yours—for your use and your benefit.

Take advantage of the many ways in which your business can grow. In developing new products and services. In the lucrative foreign markets. In new U.S. markets. In attracting new industry to your local community. Just phone or write the U.S. Department of Commerce Office of Field Services in your city, or Washington 25, D.C. Your U.S. Department of Commerce is always ready to help you grow with America!

NOW'S THE TIME TO GET GROWING IN A GROWING AMERICA!

Court Upholds C&W Demurrer; Twiggs Told to Amend Suit

LOS ANGELES, Oct. 3—A superior court judge here has sustained a motion for a demurrer brought by Cunningham & Walsh in a slander action involving the agency's former vp and Los Angeles manager, Reginald W. Twiggs (AA, June 5).

The demurrer was a complex legal maneuver under which C&W allowed to the court that while it did make statements to its clients regarding Mr. Twiggs, such statements were not slanderous and were not actionable under the law. C&W further contended that statements made by the defendants—Robert R. Newell, agency president, and Robert W. Dailey, western exec vp—were "subject to innocent interpretation."

■ In a statement last week, C&W said the ruling, by Judge Frank Balthis, "in effect held that the language alleged by Twiggs to be slanderous was not slanderous per se when taken as a whole and given the meaning which would be attributed to it by the average listener." Mr. Twiggs, C&W added, was given 15 days by the court to "cure the defects in his complaint."

Meantime, Mr. Twiggs told ADVERTISING AGE that the court decision was "a great disappointment to me and a great surprise to my attorneys." He said he plans to file amended complaint within the 15-day deadline.

In his original complaint, filed May 31, Mr. Twiggs charged the defendants with slandering him before other employes and before clients serviced by C&W's Los Angeles office. Most of the alleged slanders touched on his mental condition, Mr. Twiggs charged. #

Beachboard Leaves WFBC-TV

Kenneth Beachboard has resigned as manager of WFBC-TV, Greenville, S. C., to continue his theological studies at Lutheran Theological Southern Seminary, Columbia, S. C. Wilson C. Wearn, exec vp, will assume his duties.

Mandabach Names Hummer

Richard L. Hummer has joined Mandabach & Simms, Chicago, as art director. Mr. Hummer was formerly with George S. Sandler Advertising.

Bivans Joins WBBM

Jack Bivans has joined the sales staff of WBBM, Chicago. Mr. Bivans was formerly in the sales department of Adam Young Inc., national radio representatives.

Was I surprised

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM
W. P. MARSHALL, PRESIDENT

1201 (4-60)

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination

BNWA224 DL PD WATERTOWN MASS 29 243PEDT
WESTERN UNION
ADVERTISING OR PUBLIC RELATIONS DEPT. NYK

YOUR FULL-PAGE AD IN JULY 28 ISSUE TIME MAGAZINE STATING "TO BE SURE TO GET ACTION, SEND A TELEGRAM" PROMPTED ME TO WIRE A PROSPECT I HAD BEEN UNSUCCESSFUL IN REACHING EITHER IN PERSON OR BY PHONE.

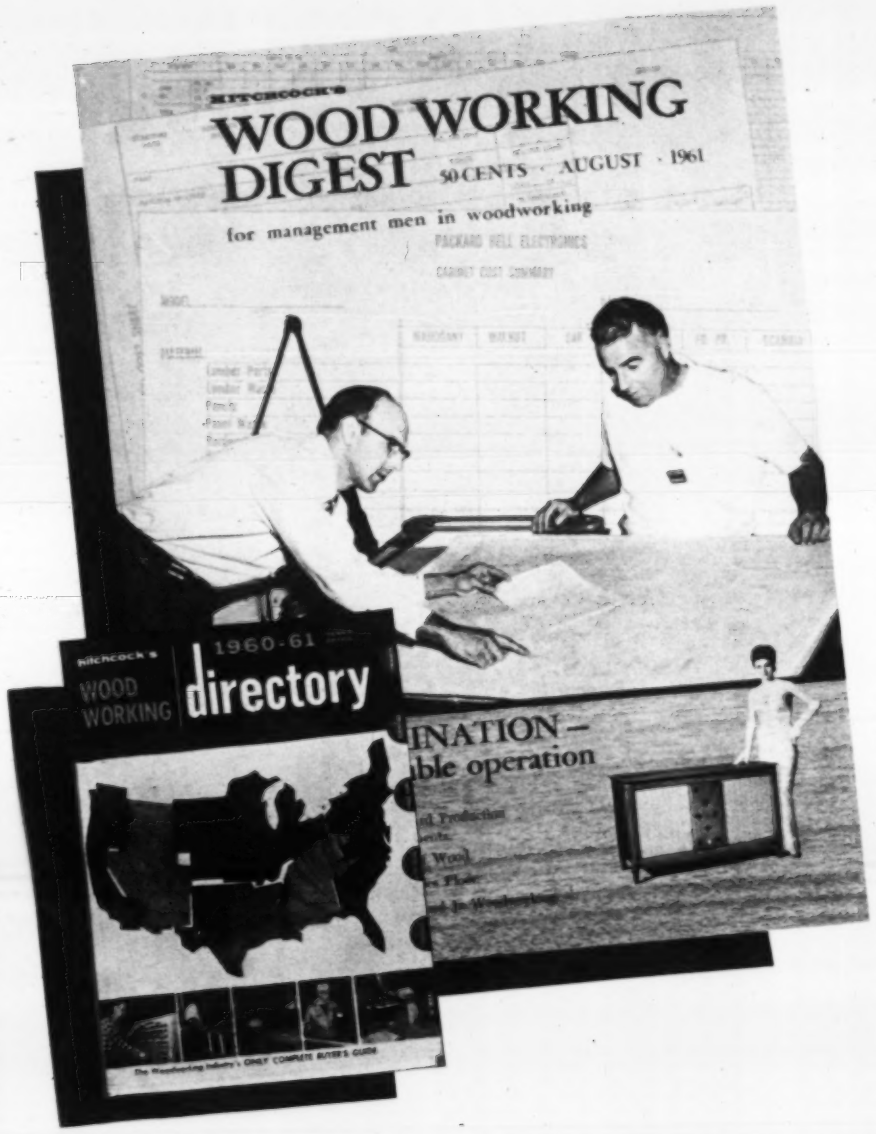
BOY, WAS I SURPRISED. GOT AN IMMEDIATE APPOINTMENT WHICH RESULTED IN MY SELLING HIM ONE MILLION DOLLAR LIFE CONTRACT UPON OUR MEETING FOR FIRST TIME.

EDWIN R BRESLIN, GENL AGT
FRANKLIN LIFE INSURANCE CO
WATERTOWN MASS

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Thanks, Mr. Breslin . . . but we're not surprised at the quick dramatic impact Telegrams make.

For management men *in woodworking*



Wood has always played a vital part in our growth and heritage. There is no other basic material available to industry that is as flexible for conversion into useful materials. The future of wood in the next ten years can be as rewarding as it has been in any period in our history if the basic production tools of the wood working industry are modernized.

This industry is gradually losing its entrenched resistance to change and is planning for modernization to meet the challenge and competition of other products, materials and techniques. The wood working industry can be a dominant factor in our economic life in this next decade if immediate steps are activated to close the obsolescence gap of production equipment and modernize all of the antiquated and inefficient equipment and techniques.

HITCHCOCK'S WOOD WORKING DIGEST has been serving the wood working industry since 1898. Today it is published to give "the management men in woodworking" the vital facts and information they need with which to meet the challenge for a revitalized industry.

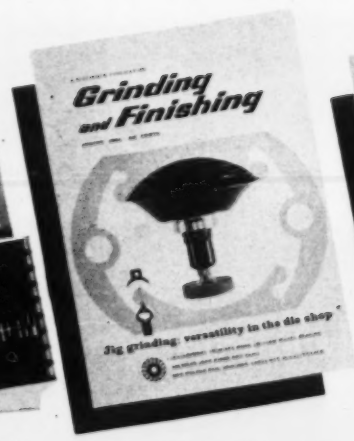
These new publishing concepts are increasing editorial impact—new publisher organization—new editorial compression—new editorial news features—new cover designs —new art and layout format—new type faces and engravings—new and improved paper stocks. Increased market coverage and penetration with a circulation effective January 1962 of 20,100 at a new low rate per thousand. Increasing the important buying influences.

HITCHCOCK'S WOOD WORKING DIRECTORY is the only hard-covered, authoritative Directory serving the wood working market. Issued biennially, it has been the industry's primary guide for the purchase of woodworking equipment and supplies since it was first published.

Over 15,000 copies of HITCHCOCK'S WOOD WORKING DIRECTORY are used constantly at the time of selection and purchase by the key buying influences in the entire wood working industry.

PLANT MANAGEMENT and ENGINEERING
"For the men in industry who plan for tomorrow."
Published since 1958 — Circulation 58,100

MACHINE and TOOL BLUE BOOK
HITCHCOCK'S MACHINE and TOOL DIRECTORY
"For the men of action in metalworking."
Published since 1906 — Circulation 60,260
Circulation (Directory) 30,000



GRINDING and FINISHING
"For better production and finishing with abrasives."
Published since 1955 — Circulation 32,000

CUTTING TOOL ENGINEERING
"For better production, quality and cost."
Published since 1955 — Circulation 28,000

ASSEMBLY & FASTENER ENGINEERING
HITCHCOCK'S ASSEMBLY & FASTENER DIRECTORY
"Better design and engineering for assembly."
Published since 1958 — Circulation 31,000
Circulation (Directory) 23,000

HITCHCOCK'S SERVICE

Marketing • Research • Merchandising • Promotion

HITCHCOCK DIVISIONS: TECHNICAL BOOKS

For better production *and finishing with abrasives*

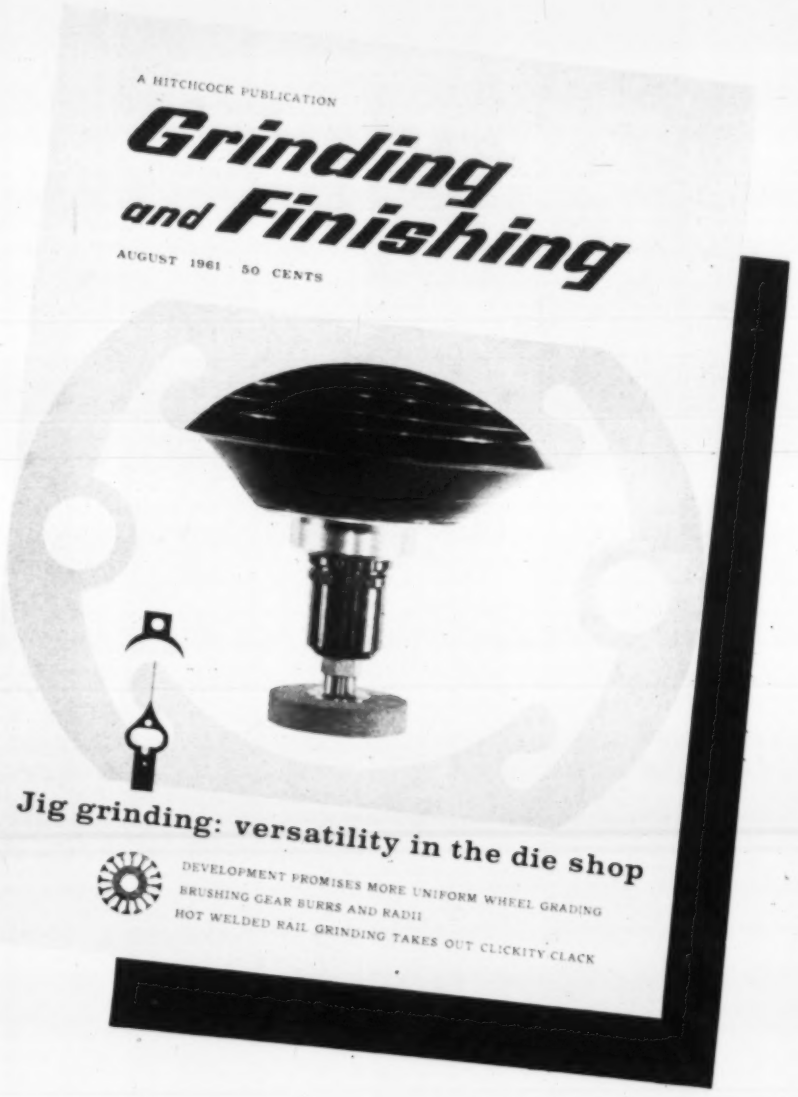
In America we have attained for our peoples the highest living standards in the history of the world because we have built and used more and better tools than any other nation.

Today American manufacturers are faced with an industrializing world—that is increasing our domestic competition and winning and controlling world markets.

To meet this economic competition America must develop new and better production procedures. Today abrasive machining is the largest single segment within the metal cutting field. In 1960, 42% of all machine tools sold were abrasive using machines.

American industry continues to realize the economies possible through abrasive machining. Hence, American industry must know the important production facts about these cost reducing and product improving methods.

GRINDING and FINISHING is the only magazine published exclusively for the grinding and finishing industry. Each issue continually motivates American manufacturers to take full advantage of the economies and improved end products resulting from the use of abrasive operations. GRINDING and FINISHING with a circulation of 32,000 serves the industry with the fundamental information on all phases of abrasive machining—"for better production and finishing with abrasives."


A HITCHCOCK PUBLICATION
Grinding and Finishing
AUGUST 1961 50 CENTS
Jig grinding: versatility in the die shop
DEVELOPMENT PROMISES MORE UNIFORM WHEEL GRADING
BRUSHING GEAR BURRS AND RADII
HOT WELDED RAIL GRINDING TAKES OUT CLICKITY CLACK

ITCHCOCK PUBLISHING COMPANY
HITCHCOCK BUILDING • WHEATON, ILLINOIS
Publishers of Business Magazines and Directories Since 1898
BOSTON, NEW YORK, CLEVELAND, CINCINNATI, DETROIT, CHICAGO, LOS ANGELES, SAN FRANCISCO

HITCHCOCK'S WOOD WORKING DIGEST
HITCHCOCK'S WOOD WORKING DIRECTORY
"For the management men in woodworking."
Published since 1898 — Circulation 20,100
Circulation (Directory) 15,000

METROPOLITAN TRANSPORTATION
"Coordinated transportation for modern American cities."
Published since 1904
Circulation 12,000

SCHOOL BUS TRANSPORTATION
"Modern transportation for modern education."
Published since 1956
Circulation 22,000

DEPARTMENTS
Reader Service • Direct Mail
SPONSORED MAGAZINES • INTERNATIONAL

Marketing Department
HITCHCOCK PUBLISHING COMPANY
Hitchcock Building • Wheaton, Illinois

Please send complete information on the following Hitchcock magazines, directories and their markets.

- ☐ Assembly & Fastener Engineering
- ☐ Machine and Tool Blue Book
- ☐ Hitchcock's Wood Working Digest
- ☐ Metropolitan Transportation
- ☐ School Bus Transportation
- ☐ Hitchcock's Assembly & Fastener Directory
- ☐ Hitchcock's Machine and Tool Directory
- ☐ Hitchcock's Wood Working Directory
- ☐ Cutting Tool Engineering
- ☐ Grinding and Finishing.
- ☐ Plant Management & Engineering

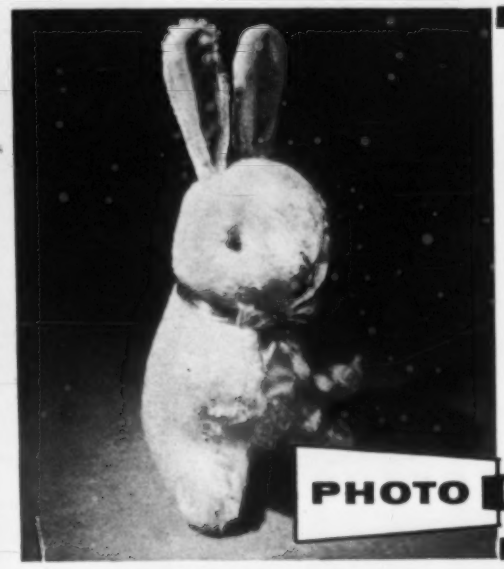
*Company*_____

*Street*_____

*City*_____ *Zone*_____ *State*_____

*Name*_____

*Title*_____



multiply results
with PHOTO-MATIC PHOTOS
GENUINE GLOSSY PHOTOS
Sharp! brilliant!

Singleweight Glossy Prints	Quantity	5 x 7	8 x 10
	25	$ 2.75	$ 4.00
	50	4.50	6.00
	100	8.00	9.50
	250	17.50	22.50
	500	30.00	42.50
	1000	55.00	75.00
	Negative	1.15	1.65

Call or write for complete kit, showing new low-cost color printing samples.

PHOTO MATIC
59 E. Illinois Street
Chicago 11, Illinois
Phone: WH 4-2929

Students Get Ad Jobs

An advertising internship program has been established by the Medill school of journalism at Northwestern University, Evanston, Ill. Three graduate students will participate during the current school year: George W. Dunn Jr. will work at Marsteller, Rickard, Gebhardt & Reed; Charles D. McBride will work at Abbott Laboratories International Co.; Michael L. Ray will work at Foote, Cone & Belding. The students will combine campus work with paid advertising work.

GOA Appoints Ross

General Outdoor Advertising Co. has appointed Norman E. Ross central and western national sales manager. Mr. Ross, who will headquarter in Chicago, succeeds Frank Metzdorf, who has been appointed manager of the company's Dayton branch. Mr. Ross was formerly assistant advertising manager of James B. Beam Distilling Co.

Brunswick's about to roll

Brunswick

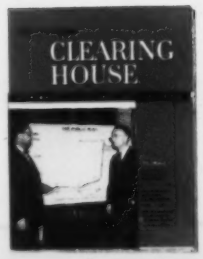
BOWLING ALONG—*This opening ad by Brunswick of Australia Pty. Ltd. follows closely on the heels of the bowling equipment manufacturer's invasion of France and other foreign countries earlier this year.*

Bankers are billion-dollar-a-year buyers of goods and services, including equipment, furniture, fixtures, insurance, securities, printing, equipment rentals, stationery, office supplies and information services. No other group exerts greater influence over the spending and investing of money. Burroughs Clearing House reaches more bankers than the next three banker publications *combined* . . . at by far the *lowest cost per 1000 of all.*

Send for fact-filled booklet, "Why Bankers Mean Business for You".

EDITORIAL AND BUSINESS OFFICES: 707 West Milwaukee, Detroit 2, Michigan

Burroughs Clearing House



American Distilling Sets Heavy Push for Whiskies, Liqueur

NEW YORK, Oct. 3—American Distilling Co. has scheduled its heaviest fall magazine advertising to begin late this month for two whiskies and a new scotch liqueur.

About 70% of the investment will push Bourbon Supreme, the company's premium brand in the straight whisky field. Its blended whisky, Guckenheimer Reserve, will get 20% of the budget.

Newest item in American's product line is Glayva, a scotch liqueur added as an import last January. Glayva will get about 10% of the investment. It will use one-third and two-thirds pages in *Gourmet*.

American will use four-color and b&w pages in *Business Week, Esquire, Gentlemen's Quarterly, Gourmet, Holiday, Look, Newsweek, Playboy, Sports Illustrated, The Saturday Evening Post,* and *Wall Street Journal*. Ads will run roughly once a month in each, except for the *Wall Street Journal*, which will be used once a week.

The distiller also plans to use some local newspaper and outdoor advertising.

Fred Gardner Co. is the agency.

Mutual of Omaha Sets 4-Media Push

OMAHA, Oct. 3—Mutual of Omaha has set what the company believes may be the most intensive advertising program in the history of health insurance.

The company will carry its health insurance message on NBC radio and tv, via "Chet Huntley Reporting," "Jack Paar," and Bob Considine's news program, and on CBS via "Father Knows Best" and "The Arthur Godfrey Show."

Print ads will appear in the major Sunday supplements and *Reader's Digest*. Singer Teresa Brewer and her family will be featured in the ads, which tell why income protection and major medical coverage is the best combination.

■ Mr. Considine, heard every Sunday on NBC Radio, has been sponsored by Mutual for 12 years, the longest continuous commercial association in the insurance field, the company believes.

Bozell & Jacobs, Omaha, is the agency. #

Shapiro Gets Two Accounts

Family Fallout Shelters Inc., Philadelphia, and Electronic Cooling Corp., Wyncote, Pa., have named Alan M. Shapiro Advertising Agency, Philadelphia, to handle advertising.

GOOD NEIGHBORS? Recent events have raised serious doubts about our position throughout Latin America, as often the struggle for men's minds has flared into violence. To report the status of this ideological battle to the people of Chicago, WBBM-TV sent newsman Frank Reynolds and a camera crew on a fifteen-day tour of South America. The result was an eye-opening two-part documentary, "THE OTHER AMERICANS," seen in prime evening time, detailing the extent to which communism is exploiting economic problems of some of our Latin neighbors . . . far-reaching, venturesome, topical television at the local level. People who value their time find more worth watching on WBBM-TV. Which is why time is so valuable on Television 2, the number one station in Chicago for 75 consecutive Nielsen reports. **WBBM-TV**

CBS OWNED • TELEVISION 2, CHICAGO

Welch Appointed VP

Kenneth A. Welch, radio and television production supervisor of Advertising Counselors of Arizona, Phoenix, has been elected a vp in the account service division.

CTV Appoints Ford

CTV Television Network, Toronto, has appointed Graham Ford coordinator of network operations. Mr. Ford was formerly on the staff of CFTO-TV, Toronto.

BIG RUN PUBLICATION PROBLEM? CALL CAREY

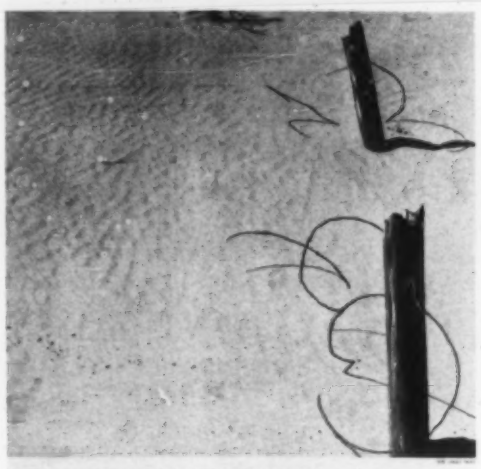
Carey can solve it—speedily, colorfully and economically. Our rotary printing, unique binding and paper facilities, plus round-the-clock operation, easily meet your deadline and budget requirements. Call Arthur Friedman, Sales Manager.

CHickering 4-1000

CAREY PRESS CORP.

Our 67th Year

406 W. 31 St., N.Y. 1



CALL TO ACTION—*James Hardie & Coy sounds this warning to government Down Under that water supply limits Australia's development in face of population explosion.*

Compton, Chicago, with Billings Up 800% in Three Years, Moves to New Building

CHICAGO, Oct. 3—Compton Advertising's Chicago office, which has experienced a spectacular billings growth of more than $23,000,000 in three years, moved last week to more spacious quarters in the new LaSalle-Jackson Bldg.

The agency celebrated its move to the new building yesterday morning with a breakfast for all employes. Compton will occupy the entire 15th floor of the LaSalle-Jackson Bldg., and part of the fifth floor. Compton will be the only agency in the ultra-modern, 24-floor building.

Compton moved from two locations—the Borg-Warner Bldg., where most of its employes were quartered, and the Palmolive Bldg., where it occupied the 21st floor. The new offices will provide half again as much space as the former locations.

■ Compton's Chicago growth story began in August, 1958, when Dean Landis, a senior vp of Keyes, Madden & Jones, joined Compton as vp of midwestern operations. His instructions from Compton were to build up the Chicago operation, which had been primarily a service office.

At that time, the Chicago office had 30 employes and two accounts—Hotpoint division of General Electric, and G. Heileman Brewing Co.—with combined billings of about $3,000,000. Shortly after Mr. Landis' arrival, the agency lost Heileman, reducing billings to $2,000,000.

In 1959, Compton added Bunn Capital Co., Eversharp pencil division of Parker Pen Co., Otoe Food Products, Perfect Circle Corp., and Schulze & Burch Biscuit Co. At the end of the year, the agency was billing $3,500,000.

■ The agency hit the jackpot in 1960. In January, it acquired Baker, Tilden, Bolgard & Barger with some $6,000,000 in Quaker Oats billings. Later, it landed Alberto-Culver Co. ($8,000,000), Boyer Chemical Co. (less than $100,000) and Chicago & North Western Railroad ($200,000). Billings at the close of 1960 soared to $19,000,000.

So far this year, the agency has picked up half of American Dairy Assn. ($2,500,000), a $1,000,000 chunk of Wilson & Co., and Morton Chemical Co. ($375,000). The accounts lost included Eversharp, Otoe Food Products and Schulze & Burch, which it resigned. The agency has a staff of 145 persons and billings of more than $25,000,000.

Compton provides full agency facilities here with the exception of accounting and billing, which are done in New York. Some of the key men working under Mr. Landis are Bruce Baker, senior vp and creative director; Louis Tilden, vp in charge of broadcasting; Andy Armstrong, Shimer College professor and former ADVERTISING AGE columnist, who devotes two days weekly to creative assignments; Larry Semon, vp and production chief, and Andy Zeis and Cliff Bolgard, media directors. The agency has 24 account men, 20 copywriters and 12 art directors.

■ Mr. Landis cited the efficiency and convenience of the new headquarters. "For the first time in several years, the agency will be under one roof," he said. "Also, because it is a new building, we were able to design our own offices for maximum efficiency and comfort. We have plenty of room now and more than enough to take care of expansion during the next year."

Mr. Landis predicted that Compton's billings next year will total more than $30,000,000. ≠

Curtis Promotes 'Post'

Curtis Circulation Co., Philadelphia, has expanded its advertising campaign in behalf of the revamped *Saturday Evening Post*. Newspaper space will run in 149 papers in 127 markets, and more than 1,000 radio and television stations will be used on a weekly basis at least through the remainder of the year. Batten, Barton, Durstine & Osborn is the agency.

Fairchild Unit to Johnson

Fairchild Semiconductor Co., Mountain View, Cal., division of Fairchild Camera & Instrument Corp., has appointed Johnson & Lewis Advertising, San Francisco, to handle its advertising, effective Nov. 17. Boland Associates, San Francisco, is currently handling the $500,000 account.

NOVEMBER 7

The largest merchandising show in the world, and the most professional: POPAI's 15th Annual Symposium & Exhibit, this year in Chicago's new McCormick Place.

Last year's show attracted 5000 merchandising men, who came away stimulated & enthusiastic. Don't miss this year's show, if new ideas are your business!

Nov. 7th is the first day of the three-day symposium/exhibit. So circle Nov. 7-8-9 on your calendar—and send today for your free tickets.

CHICAGO

The Symposium presents the ideas of the best merchandising men in the U. S.; the Exhibit assembles the latest sales-generating p-o-p materials. Altogether, the ideas & techniques that will move millions in merchandise in 1962.

Summed up, the scope of the show is this: How to Attract Attention to Your Product, Stimulate Desire For It, and Complete the Selling Cycle Where it Counts—Where the Money Changes Hands.

Admission free, but limited to national and regional advertisers, retailers, advertising agencies and POPAI Members.

POPAI SHOW

POPAI Headquarters, 11 W. 42nd St., New York 36, N.Y.
Gentlemen: Please send me tickets to the 15th Annual Symposium & Exhibit. Send me your brochure, listing speakers and subjects, as soon as it is off the press.

Name ..... Title .....

Company .....

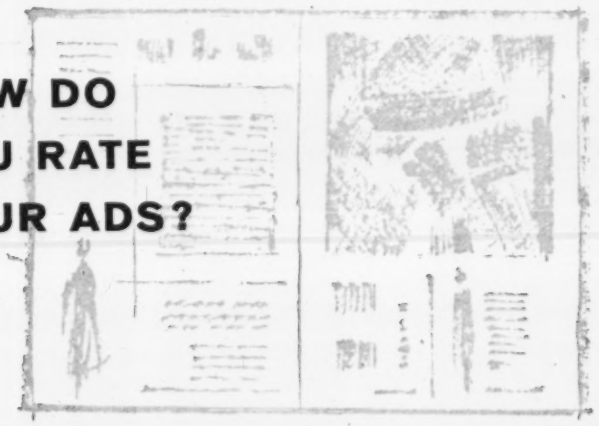
Address .....

City ..... State .....

I will require ..... free tickets.

MAIL IT IN NOW !

HOW DO YOU RATE YOUR ADS?



ACB Position Reports

When you have an extra-important advertising schedule release for Newspapers and "position" of ad on printed page is of vital importance—how do you know you're getting the position you require? ACB offers a special "Position Report" service to handle such checking jobs completely—collecting the ads—preparing a report showing position, and then gives each ad its proper Rating and Summary. It has proved a valuable service for many agencies.

We read every daily newspaper advertisement

ACB THE ADVERTISING CHECKING BUREAU, INC.

NEW YORK, 353 Park Avenue South • CHICAGO, 18 South Michigan Avenue
MEMPHIS, Tenn. • COLUMBUS, Ohio • SAN FRANCISCO, 51 First Street

Send today for descriptive material and free catalog.

"...$ 0.25 Gr A
$ 1.31 Gr A
$ 4.73 Mt A
$ 0.29 Pr A
(and let's see, 3 for 38¢ and you only have two makes it...)
$ 0.26 Gr A
*$15.06 TL A
(and that's the way the budget goes...)
THANK YOU"

New York is cans for the pantry, food for the mind. Over $5.3 billion worth of grocery products are sold in the New York market each year. More than $29,534,000 worth of books are bought. Your biggest market – constantly growing bigger. How can you reach it? The New York Times sells New York with the most advertising...serves it with the most news. New York *is* The New York Times.

UNIQUE INTERNATIONAL BLEND

El Paso, big 5th city of Texas, contains 750,950 consumers in southern New Mexico, West Texas, and Juarez . . . Old Mexico's 4th largest city. The Big 5th serves this huge trading area, which rates well within the nation's **TOP FIFTY MARKETS.** Sample the sales savor of this potent international blend! El Paso Broadcasters will give your sales a lift with 100-proof coverage, when you buy the Big 5th . . . El Paso, Texas.

EL PASO BROADCASTERS:

KROD / KELP-TV / KELP

KHEY / KIZZ / KROD-TV

KSET / KTSM-TV

KTSM / XEJ-TV

XEJ / XELO

Camp Chemical Sets $100,000 Ad Budget for Cleanup Push

BROOKLYN, Oct. 3—The disposal of sewage is coming in for some close attention in this area in the next two months.

Camp Chemical Co., which has just named Curtis Advertising Co., New York, to handle its account, plans to spend about $100,000 in the coming eight or nine weeks for its sewage chemical products. The company will promote its line via radio, newspapers and outdoor, plus a page ad in the regional edition of *Reader's Digest* and a three-market spot tv test.

The campaign will be concentrated in a 22-county area in New York, New Jersey and Connecticut, with 20 daily newspapers including the *Herald-Tribune*, *News* and *Times* in the New York area, and another 10 or 15 weeklies on the schedule. Initial ads will be 350 lines, followed by 1,000-line insertions, followed by 110-line ads. All newspaper ads will feature a coupon worth 50¢ on the purchase of any of the company's four sewage products—Revivit concentrated sewage enzymes, Rootaway sewer cleaner, Camp cesspool and septic tank cleaner and conditioner, instant drain pipe cleaner, and Digest sewage grease and waste solvent.

■ The tv test will be conducted in New York, Albany and New Haven, with two one-minute spots a week set for each market. In the New York area, radio stations WCBS and WOR are being used, with about 20 spots a week booked.

The products are being stocked by hardware stores, lumber yards, drug stores and sanitary jobbers, excluding supermarkets. The company says that about 70,000,000 people in the U.S. are without a sewage system.

Powerad, New York, was the former agency. #

INTRODUCING ICI—*These are two ads in Imperial Chemical Industries' institutional campaign in 55 newspapers in 13 European countries. The Norwegian ad tells the story of a sarong made in Manchester; the Danish ad identifies ICI as petrochemical leader.*

Sproul Adds Two Accounts

Sproul & Associates, New York, has been named to handle advertising for William H. Rorer Inc., Philadelphia, pharmaceutical manufacturer, and Geriatric Pharmaceutical Corp., New York.

Erickson Joins 'Sportsman'

Ralph Erickson has been named advertising manager of *Alaska Sportsman*, Juneau. He was formerly with the *Fairbanks Daily News-Miner*. He will make his headquarters in Seattle.

Prince Macaroni, Star-Kist Plan Joint Promotion

Prince Macaroni Mfg. Co., Lowell, Mass., and Star-Kist Foods, Terminal Island, Cal., will team up for a fall campaign in the East. They will utilize 600-line ads in 33 newspapers covering an eight-state area, which began Oct. 2. A heavy radio campaign is also planned for the area, running from New England to Washington, D.C.

Products involved are Prince's spaghetti and Marinara sauces and Star-Kist's four tuna products. A free can of tuna will be offered for a label from a jar of either sauce. Store display material includes a recipe pad with a tuna-Marinara sauce dish. The joint campaign is being handled by Prince's agency, Bauer & Tripp, Philadelphia, and Leo Burnett Co., Chicago, for Star-Kist.

NBC Aids Nigerian Television

National Broadcasting Co. will help the newly independent African nation of Nigeria launch a national television service. NBC International Ltd. is sending 16 executives and technicians to Nigeria under a long-term association. Nigeria expects to begin a television service early in 1962. Advertising will be accepted.

Blair Units Offer 'TMP' Plan to Assay Longer Spots

NEW YORK, Sept. 27—The Blair TV representative companies hope to sell their test market plan to advertisers by suggesting they use it to measure the impact of new 30 and 40-second commercials in the extended primetime station break periods.

Some advertisers already have used the test market plan, or TMP as it is called, to measure the effectiveness of various commercial lengths, Ward Dorrell, vp in charge of research for Blair-TV and Blair Television Associates, told ADVERTISING AGE. Others of the more than 80 advertisers who have tried the plan during the four years it has been offered by the station representative companies have utilized it in testing new products, new copy approaches, scheduling strategy and the effectiveness of spot tv versus other media, as well as other marketing approaches.

The test market plan is available in more than 50 markets where Blair companies represent tv stations. It is offered to advertisers at no cost beyond the normal media expenditure, with the stations absorbing the cost of the research, Mr. Dorrell said.

■ Although the plan was instituted to attract the rookie advertiser to spot tv, it also has been used by such big leaguers as Lever Bros.; Lorillard; Standard Brands; Block Drug; General Foods; Bristol-Myers; Colgate-Palmolive; Du Pont; Corn Products; General Mills; Philip Morris; Miles Laboratories; Chesebrough-Pond's; and J. B. Williams Co. One out of every four of the leading 100 national advertisers (as measured by AA) have tried TMP, Martin Katz, Blair's director of sales development, noted.

TMP uses a two-step research technique. Before an advertiser begins his test schedule, approximately 300 interviews are conducted in markets to be tested. Each interview includes three or four questions developed by the advertiser with the help of Blair's research department. Some tests have involved in-home interviews conducted by Pulse Inc., while others have been handled on the telephone by Trendex.

■ There is no minimum buy requirement for advertisers to avail themselves of the test plan, Mr. Dorrell explained. Some advertisers have run their tests in only one market; some have used a much larger number. Some schedules have run three or four weeks; others as long as 40 weeks.

At the completion of the campaign, or at some pre-selected point during its run, a second set of the same number of interviews are conducted. The same questions are asked, but in different homes. Comparison of the "before" and "after" responses provide an evaluation of what the campaign accomplished in terms of brand awareness, actual purchases and other marketing specifics. #

Delco Boosts Riddell

Delco Appliance division of General Motors Corp., Rochester, N. Y., has appointed Raymond L. Riddell advertising media and production manager. Mr. Riddell has been in the Delco advertising department since 1950.

Lily-Tulip Boosts Grady

Lily-Tulip Cup Corp., New York, has promoted John P. Grady to the new post of vp-sales. In addition to his new duties, Mr. Grady will continue his former duties as director of marketing operations.

Farm & Power Equipment's Grass-Roots Editorials Help Your Ads Grow a BIGGER YIELD

As the voice of the farm equipment dealers own organization, **Farm & Power Equipment** exists because it will assure these dealers the editorial content that will help them the most. This content is geared to the solution of management, merchandising and marketing problems.

Across the nation, 33 "field editors" — the State and Regional Dealer Association Managers — provide grass-roots contact that assures the vigor and vitality so essential to maintain reader interest and confidence.

Write for a sample copy and see for yourself.

One Ad Leads To a Campaign in . . .

FARM & POWER EQUIPMENT

The Industry's Merchandising and Management Publication

2340 HAMPTON MISSION 7-3333 ST. LOUIS 10, MISSOURI

WTRF-TV STORY BOARD

WATCHcryl Fallout . . . fallout . . . remember when the only thing you had to do about it was kiss and make up; or buy a new bra or girdle; or proceed independently?

"WATCH, man!"

WATCH wtrf-tv

WATCHing Cleopatra go by! Caesar: "Gee, that Cleo is some number!" Antony: "Man, you can say that again, I've checked and it adds up to XXXVI, XXII, XXXVIIII"

WATCH Wheeling

WATCHful Walter was walking in the woods and saw a grasshopper sitting on a log. Walter said, "Little grasshopper, do you realize how famous you are? They've even named a drink after you!" The grasshopper's eyes widened as he replied, "They've named a drink for me?" Then he became skeptical: "Naa, who'd call a drink Melvin?"

WATCH Seven

WATCH 'EM run! Now we know why Russia's runners make a good showing in the Olympic games. During their training, real bullets are used in the starting guns!

WATCH wtrf-tv

WATCH your attitude! Bob Ferguson says he overheard this one: "Recessions don't bother me. I was a failure during the boom!"

WATCH Wheeling

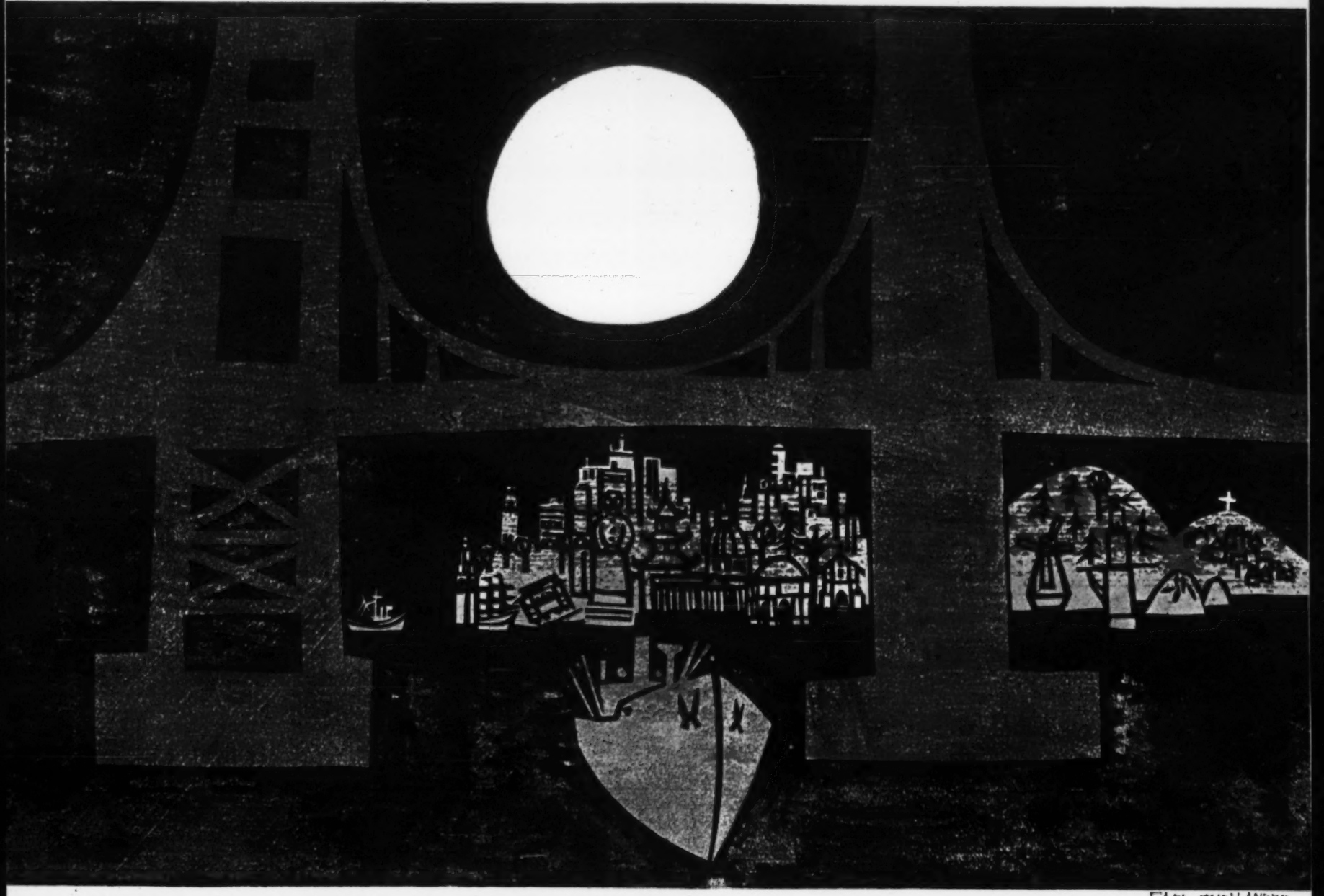
WATCH that line! Football season . . . When you watch numbers on sweaters instead of in them. You know, football, the game where it takes a spectator four quarters to finish a fifth!

WATCH Seven

WATCH it! Seven is the big seller in this section of the country. The Wheeling-Steubenville Industrial Ohio Valley is rich country for advertisers and WTRF-TV does the big job from Wheeling. Ask George P. Hollingbery.

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

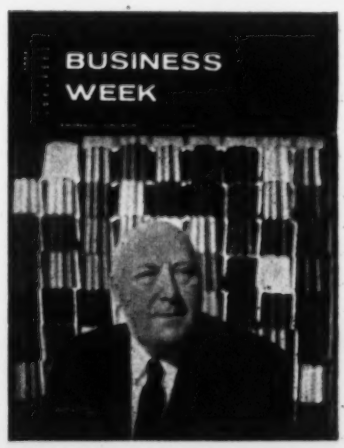
A lithographed reproduction of this woodcut by San Francisco's Earl Thollander, size 22" x 15", is available when requested on your business letterhead.



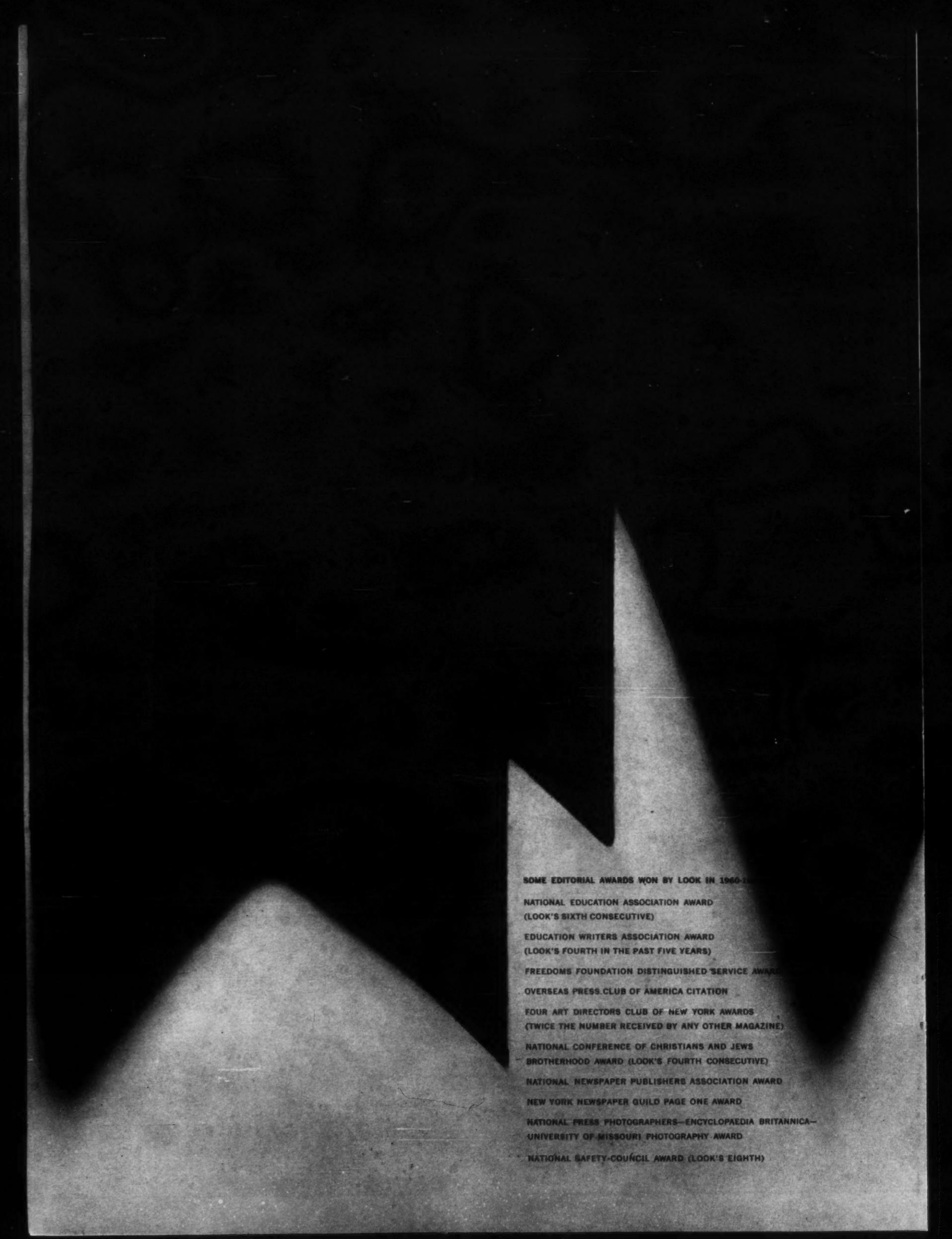
EARL THOLLANDER

San Francisco . . . City by the Golden Gate

San Francisco...throbbing metropolis of the West. What makes it tick? Companies like Bank of America (236 Business Week subscribers), Standard Oil of California (229), Crown-Zellerbach (136), Pacific Gas & Electric (96). In San Francisco, and everywhere in business America, men who manage companies read Business Week. You advertise in Business Week when you want to influence management men.



A McGraw-Hill Magazine • 330 West 42nd Street, New York 36, N. Y.



SOME EDITORIAL AWARDS WON BY LOOK IN 1960-1

NATIONAL EDUCATION ASSOCIATION AWARD
(LOOK'S SIXTH CONSECUTIVE)

EDUCATION WRITERS ASSOCIATION AWARD
(LOOK'S FOURTH IN THE PAST FIVE YEARS)

FREEDOMS FOUNDATION DISTINGUISHED SERVICE AWARD

OVERSEAS PRESS CLUB OF AMERICA CITATION

FOUR ART DIRECTORS CLUB OF NEW YORK AWARDS
(TWICE THE NUMBER RECEIVED BY ANY OTHER MAGAZINE)

NATIONAL CONFERENCE OF CHRISTIANS AND JEWS
BROTHERHOOD AWARD (LOOK'S FOURTH CONSECUTIVE)

NATIONAL NEWSPAPER PUBLISHERS ASSOCIATION AWARD

NEW YORK NEWSPAPER GUILD PAGE ONE AWARD

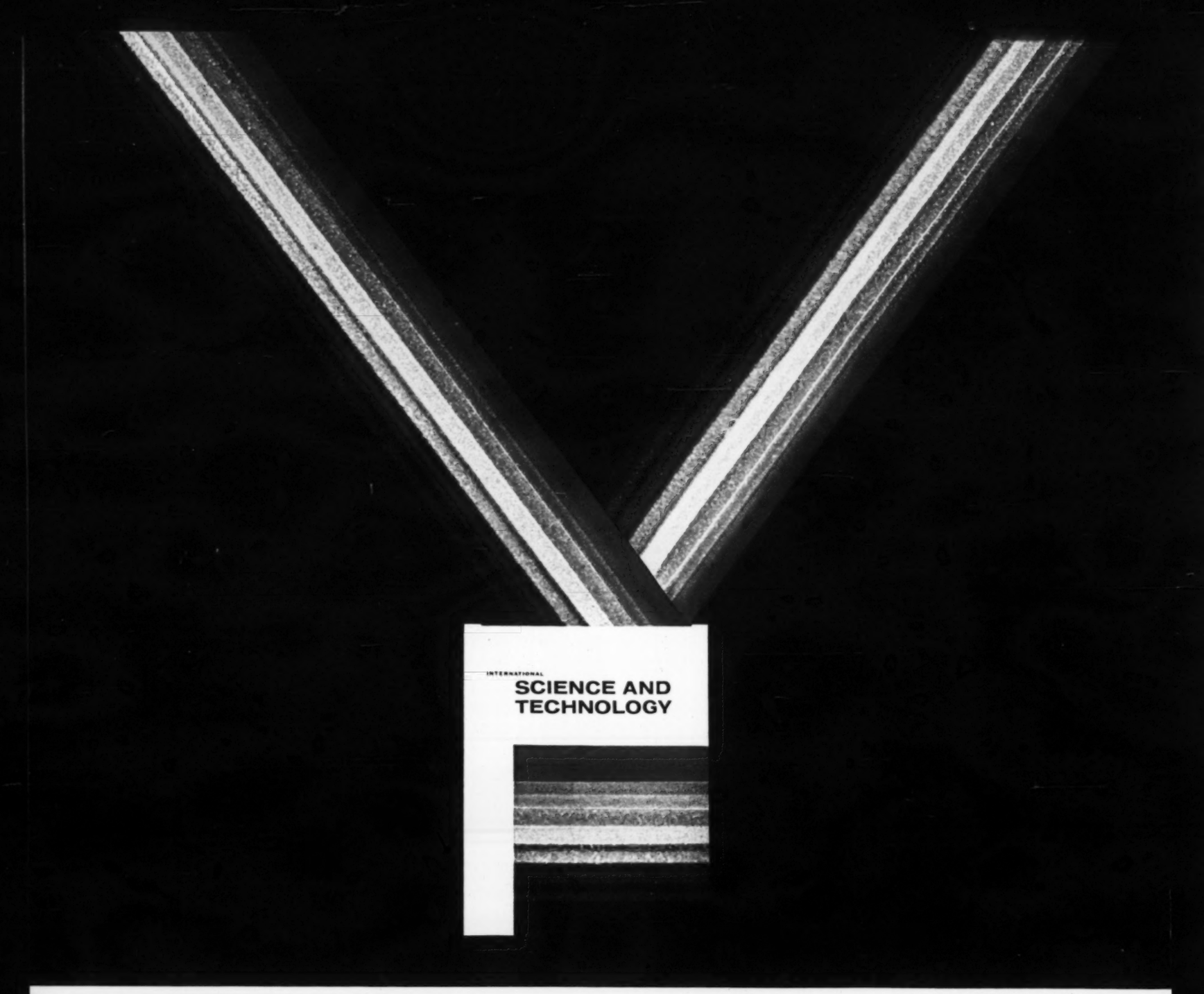
NATIONAL PRESS PHOTOGRAPHERS—ENCYCLOPAEDIA BRITANNICA—
UNIVERSITY OF MISSOURI PHOTOGRAPHY AWARD

NATIONAL SAFETY COUNCIL AWARD (LOOK'S EIGHTH)

Every field has its coveted awards—its banners of leadership. In the magazine field, the top awards are won most consistently by LOOK. Year after year after year, LOOK captures the biggest share of the highest honors—

LOOK

the editorial recognition for which many strive, to which all aspire. This year, LOOK dominates awards for coverage of education and religion, for reporting on civic and foreign affairs; for excellence in art. Critics acclaim the approach that has set a pattern for others . . . that has put banners of leadership at the masthead of LOOK, *the exciting story of people.*



AUTHORITATIVE International Science And Technology will speak with authority... its scope set by a working board of five distinguished scientists... its content growing out of the collaboration of an author in total command of his subject and an editor who combines technical knowledge with writing skill. Thus the professional reader is assured penetrating, timely interpretion of meaningful developments across the entire spectrum of science and technology, written in a language he can understand.

Volume 1, Number 1—January, 1962. *An ideal environment for the advertiser with a product, a concept, a capability.*

INTERNATIONAL
SCIENCE AND
TECHNOLOGY

CONOVER-MAST PUBLICATIONS, INC. 205 E. 42nd STREET, N.Y. 17, N.Y.

ARF Gets Varied View of Research as Speakers Disagree on Philosophy

(Continued from Page 1)

ads for more than utilitarian acquisition of information.

"The reason so many people read ads is that ads are a rich source of stimulation in the highly verbal, abstract, visually monotonous environment in which we carry on our daily life."

■ In sifting through Mr. Leavitt's statements, Mr. McCall said he suspects it's true that people want excitement, mystery and surprise in ads, quite apart from any practical information they derive from that information. "But I wonder if it's economically sound to fulfill that desire," he said.

"Science tells us that every man and woman is at least mildly schizophrenic. I imagine that every consumer is two people, too. One wants mystery, excitement and surprise in advertisements. The other wants facts, selfish appeal to their needs and desires, basic promises that explain why Brand X is worth 22¢. Given my druthers, I'd rather be talking to person No. 2 than person No. 1 in our schizophrenic consumer.

■ "It is true of course that you can appeal to a person's need for excitement while writing exceedingly square, straight-forward advertisements.

"Has there ever been squarer advertising than the Rolls-Royce campaign? And yet intrigue emerged from this listing of fact after fact. Intrigue that follows from facts is good, I guess I'm saying, and intrigue that comes first and the facts second is not as good."

Mr. McCall said he disagreed with Dr. Leavitt's claim that there are a great number of cases in which the brand has no special claim on the reader's attention. "I would say unqualifiedly that there is no product or brand within a product category that has no special claim on the reader's attention.

■ "The job of the skilled advertising man really boils down to finding that special claim," Mr. McCall said. "The day that a good copywriter says that his brand has no special claim on the reader's attention is the day that another mediocre advertising campaign is born. Because he looks for intrigue outside of the product—and that's not the way great campaigns are built."

Mr. McCall sided wih Dr. Leavitt in his criticism of the Starch-Gallup-Robinson evaluation of advertising effectiveness. Mr. McCall said he believes Dr. Gallup would be the first to want to press this evaluation further, but he chided Mr. Starch for his "limited" and "dangerous" effect on advertising, when taken as a final goal. "When 'noting' is made the god of advertising, rather than absortion of a selling message by a potential buyer, ludicrous advertising is often the result.

■ "I recently saw a book of Starch records on Volkswagen. Before Doyle Dane Bernbach did its current brilliant campaign for Volkswagen, another campaign was done by another agency. [The former agency was J. M. Mathes Inc.] It was filled with silly, irrelevant art directory devices. It told the reader nothing about Volkswagen. It went all out of its way to attract the reader's eye. And, by George, it did it. It got higher Starch noting and read most scores than any of the Doyle Dane advertisements. And yet look at the record of Volkswagen sales since Doyle Dane took over."

Charles E. Swanson, assistant director of research of Curtis Publishing Co., told ARF members that "research is never the answer—not the complete answer. Research can only go so far. The facts it uncovers, the knowledge it produces, must be augmented and crystallized by business judgment and creativity."

■ The group also heard about two new research gadgets, a binocular-type apparatus used in the ARF-Du Pont study to determine the visual effectiveness of ads, and a roller device that produces a continuous record of questionnaires to head off post-interview editing.

Robert E. Stover, manager of the Human Factors branch of HRB-Singer Inc., presented findings from the ARF-Du Pont study, in which Salem cigaret and Lucite paint ads were constructed, based on visual criteria established from the tests.

Bertram Gold, vp of Creative Research Services, delivered his winning paper in the second annual ARF competition on new techniques. He said his machine, the Recorditron, contains a built-in clock which records points of time directly on the questionnaire.

Patterson Marzoni Jr., director of marketing research of the Associated Merchandising Corp., assessing Mr. Stover's talk, contended, "Few, if any, problems of human nature can be broken into fragments and answered, satisfactorily, one piece at a time."

'Flying Blind' by Admen Is 'Scandalous': McCall

David B. McCall, chief copy writer and senior vp at Ogilvy, Benson & Mather, thinks advertising needs more accurate tools.

"The degree to which advertising flies blind is nothing short of scandalous.

"I think every man in this room knows of great companies which spend hundreds of millions of dollars of their stockholders' money on advertising—and keep no records whatsoever on what has worked through the years and what has failed.

"And it isn't because it's impossible to pile up a record of experience, it's because they are too uninterested to do so. Besides, advertising is so much more fun when you don't know what you're doing. Who wants to be in a science when you can be in an art?"

Harry V. Roberts, of the University of Chicago's graduate school of business and former research director of McCann-Erickson, Chicago, in a session devoted to evaluation of mass media, asserted that the practice of research has lagged behind potential in evaluating media. He recommended statistical decision theory, and spoke highly of "Probability & Statistics for Business Decisions" by Robert Schlaifer (McGraw-Hill).

Decision theory, he said, offers procedures for combining judgment with statistical evidence in making decisions, and an approach to deciding how much statistical evidence should be obtained before a decision is made. On balance, he thought that while theoretical progress had been made, there has been little advance in methods actually used for evaluating media in the past 25 years.

George H. Brown, director of the marketing research office of Ford Motor Co., described an experimental media test pattern, somewhat along the lines of the research Ford has been conducting for the past year. He noted that experiments like this take time, and that there may be lost sales in some markets due to the changes in advertising, as well as media cost penalties involved in directing advertising to some places and not to others, as well as the cost of measurement, analysis and interpretation.

William M. Wellbacher, vp and director of research of Dancer-Fitzgerald-Sample, commented that the kind of research Dr. Brown described is expensive, but he pointed out that it has been estimated that the industry spends $7,000,000 for television rating services, and that media tests on the scale of those undertaken by Ford were encouraging, and he pointed out that the marketing department must have done quite a job of persuasion with management and the sales staff.

Jack B. Landis, director of developmental research, J. Walter Thompson Co., demonstrated the theoretical application of regression analysis to the problem of isolating a variable—in this case, what percent of the increase in a buying rate was due to viewing of a tv program.

L. T. Steele, vp of Benton & Bowles, was impressed with the approach, pointed out the need for more experimental designs, and mentioned his agency's work in measuring attentiveness to commercials.

■ Presiding at the industrial panel was John C. Spurr, marketing research consultant, McGraw-Hill Publishing Co., who conducted the session on "evaluating special market media."

Harry Waddell, exec vp, McGraw-Hill Publishing Co., discussed five areas of research in which "study is needed to guide an intelligent marketing effort involving the use of advertising." The areas included: The market itself; buying influences in the market; media which purport to cover the influences; media which actually command the attention of the influences; and, types of advertising messages which, in these media, will be effective in producing sales and holding customers.

John Veckly, director of advertising, U.S. Steel Corp., commenting on Mr. Waddell's speech, noted that today's advertising research techniques are virtually identical to those used 30 years ago, and that the old techniques have merely been refined, rather than new techniques devised. Mr. Veckly urged the audience to devote concentrated effort to finding specific methods of determining the actual degree of contribution advertising makes to sales and profits.

Burt B. Roens, industrial marketing manager of Scott Paper Co., described a 12-month study conducted to determine the effectiveness of his company's advertising in print, direct mail, and distributor incentives as they relate to market share and sales. Comparing existing conditions before and after the experiment—which involved 11 test markets where advertising was used, and 11 control markets with no advertising or promotion was used—Mr. Roens said, "I think we can see a definite pattern emerging. When you put advertising and promotion dollars into a market you start to get positive results. When you withdraw this support, you start to lose ground."

James C. Becknell Jr., Du Pont research psychologist, commented that the Scott Paper Co. study constitutes one of the most significant and important advertising research studies published to date. He noted, however, that the study involves many complex variables and he advised industrial companies with modest research budgets to stay with simple, one-dimensional designs for their initial research projects.

Howard G. Sawyer, vp, marketing services, Marsteller, Rickard, Gebhardt & Reed, suggested the use of a series of "audits" as a method for evaluating industrial advertising realistically and objectively. The audits are designed to determine attitudes in the company and in the marketplace of what Mr. Sawyer termed the "substantive factors" in business. Four different audits were suggested and described: Marketing audit; attitude audit; communications audit; and media attitude audit.

George M. Robertson, General Electric Co. manager of advertising services and measurement, in discussing Mr. Sawyers' speech, noted that although the audit system is excellent there are some areas where it could appropriately be expanded or modified to meet unique conditions with a given company.

Noting that conducting an audit is not an easy task, Mr. Robertson cautioned the audience that "interpretation" is the real key to success with even the best audit, and that all too often companies will conduct audit-type research of excellent quality and collect voluminous, helpful data which is "analyzed but never interpreted."

AUTO TIE—*Imperial Oil & Grease Co., Los Angeles, which is sole supplier of metallic solid lubricant for Ford Motor Co. cars, is advertising the fact with permission of Ford. The first ad, shown here, will run in Business Week Oct. 21. Curtis Winters Advertising is the agency.*

Adman in the News . . . Donald R. McRobie

Donald R. McRobie

MONTREAL, Oct. 4—Advertising rates a legitimate place in the economic life of Canada, but it can retain its position only if those in the profession base their operations on high standards and integrity.

Donald R. McRobie, newly elected president of the Canadian Assn. of Advertising Agencies and president of Cockfield, Brown & Co., in expressing this personal opinion as part of his business philosophy, has the satisfaction of knowing that he is guiding the destinies of an agency which, during the nearly 50 years of its existence, has not lost sight of these twin virtues.

"High standards and integrity in advertising mean ethics, efficiency, a regard for the common good, and conduct that will bear public inspection," he emphasizes. "Glibness, dramatization, sly dealing, exaggeration, and half-truths are too often regarded by many advertising people as cleverness and necessary to success.

"Advertising, one of the favorite tools of the charlatan, is weakened, not strengthened, by vulgarities and unethical distortions."

■ Mr. McRobie says that business has the right to demand the most efficient technical skill from advertising people and, as part of their duty, the latter must use their skills to help business meet competitive problems.

As production increases, as the Canadian standard of living rises higher, sheer advertising competition for time and attention becomes greater and greater, he points out.

A native Montrealer, Mr. McRobie attended Westmount High School, Lower Canada College, and was graduated from McGill University with a bachelor of commerce degree in 1934. In the same year he joined the research department of Cockfield, Brown in Montreal.

Because the agency at the time was still in its developing years, he was able to move from one department to another, acquiring experience in each.

■ In 1947, he was elected a director and nine years later was named exec vp of the Montreal office. He was elected president in March, 1958.

He halted his business career for five years of war service, emerging with the rank of commander. He was married in 1936 and has four children.

Mr. McRobie has served on the board of Montreal Children's Hospital for 12 years, seven of them as honorary treasurer. He is a governor of the Montreal General Hospital; past president of the Naval Officers' Assn. and of the Lower Canada College Old Boys Assn.; a governor of Lower Canada College; and a member of the Canadian Chamber of Commerce and Board of Trade.

Always fond of athletics, he keeps fit with tennis, skiing and gardening.

■ There is no pessimism in his makeup. Canada is a growing country and a prosperous one, and he is convinced that advertising will play an even bigger part in the national development in the future. #

Disqualify Mid-Florida, FCC Examiner Proposes

James D. Cunningham, chief hearing examiner of the Federal Communications Commission, has issued an initial decision proposing to set aside a 1957 tv grant to Mid-Florida Broadcasting Corp. and disqualify it from further competition for Orlando's Channel 9, which it now uses for WLOF-TV.

The case is one of several which were initiated following congressional investigation of *ex parte* influence. The examiner said FCC Commissioner Richard A. Mack had been improperly contacted in behalf of Mid-Florida, while a competitive application for Channel 9 was pending before the commission.

Arends Adds Citizens Bank

Citizens Bank & Trust Co., Park Ridge, Ill., has appointed Donald L. Arends Inc., La Grange, Ill., to handle its advertising.

Marks/Rifkin Adds One

Behlman-Invar Electronics Corp., Santa Monica, has appointed Marks/Rifkin as its agency.

NOSTALGIA—*Binney & Smith is running this color page in Parents' Magazine for Crayola crayons, asking grown-ups to "act soon . . . before the dreams of youth escape, beyond recapture." Chirurg & Cairns, New York, is the agency.*

Donchian Forsakes Madison Ave.; Seeks Success' Sweet Smell as Coin-Op Cleaner

NEW YORK, Oct. 3—Dik Donchian is a BBDO account man who went to the cleaners—of his own free will. He's turned from Madison Ave. to running a couple of coin-operated dry cleaning establishments.

Mr. Donchian, an account supervisor on *The Saturday Evening Post* until late last year, recently finished (1) compiling enough information on the dry cleaning business "to tickle my imagination" and (2) lining up enough money—close to $200,000. Going with him from BBDO was his assistant, Jim Boyle.

Initial ads for his two stores, opened last month, were 1,200-line newspaper-insertions of the Q&A type in the *Yonkers Herald Statesman* and the *Riverdale Press*, to be followed by smaller ads designed to answer primary customer questions, rather than promote the stores' trade name, Cleaning Genie. To announce the openings, 10,000 to 15,000 direct mail pieces per store were sent out.

■ Because coin-op dry cleaning is so new and "dry-cleaning is somewhat of a mystery," customer education is "vital," and the advertising and promotion problem is not one requiring a highly creative approach, Mr. Donchian said.

"The problem here is one of answering the great number of questions in the most direct fashion possible. It's a very straightforward communications job," he said. "To me, this is what the advertising business is all about anyway."

Mr. Donchian is convinced that most dealer-help material supplied by the manufacturer is not properly oriented. "The material is prepared by people too far separated from the problems of the customers," he said, "because their primary concern is to sell machines.

"I don't blame them. Their success hinges on the success of the manufacturer. My success hinges on the number of people who walk into my stores and use the machines. The manufacturer is more interested in me; I'm more interested in my customers."

Although he's been in the cleaning business only a short time, it seems to Mr. Donchian that admen have an advantage as retailers because they are used to stiff competition. But admen as retailers have a big weakness, he adds—"the whole area of finance." And that's what he's working on hardest these days.

OPEN FOR BUSINESS—*Posing in front of one of his two new coin-operated dry cleaning stores in Yonkers is Dik Donchian, former account supervisor with Batten, Barton, Durstine & Osborn. Mr. Donchian says consumer education in this area is "vital" because dry cleaning is still "somewhat of a mystery."*

A visualiser's dream
FROM LONDON

Over 3,000 cracking good advertising photographs for $25

Mayflower's famous international photo library is now available to American agencies. This new service from London is now being used in 30 countries.

Europe's top models and creative photographers team-up to produce these sparkling pictures, all of which are taken with advertising in mind. People appearing in the photographs have all been paid model fees, so pictures can be used for any commercial purpose. The library—on contact sheets as illustrated here—has been selected from thousands of shots covering a wide range of subjects each of which suggests a different copy slant or advertising theme.

When you become a subscriber we send you the entire Library in contact form which you can keep on file for ready reference. Creative work goes on constantly, and new exciting contact sheets will be sent to you each month at no additional charge, keeping your Library always expanding and up-to-date. A print to fit your layout can be air mailed within 24 hours for only $2.50* (plus postage). Reproduction fees vary according to use. Exclusivity can be arranged if required.
**Print charge slightly higher above 8" x 10".*

Mayflower Studio Library
1 DOVER STREET · LONDON W.1 · ENGLAND

MAIL THIS 'NO RISK' COUPON NOW

To: MAYFLOWER STUDIO
1 Dover Street, London, W.1, England

Please forward your complete library of over 3,000 photographs in contact form. If not completely satisfied we will return collection immediately and you will refund remittance or cancel invoice.

*We enclose remittance value $25
*Please bill us
*Please send air mail and charge us extra postage
**Delete not applicable*

NAME.....
FIRM.....
ADDRESS.....
.....

Hall to Retire as Field Enterprises Exec VP

Arthur E. Hall will retire as exec vp of the newspaper division of Field Enterprises, Chicago, in December.

Arthur E. Hall

Mr. Hall has been an official of the *Chicago Daily News* for 32 years, and was its general manager when Field purchased the newspaper two years ago. He has served in an administrative capacity with Field for both the *Daily News* and *Sun-Times*. Mr. Hall was elected a director of Field Enterprises in 1959, and will continue on its board. Mr. Hall is president of the Chicago Newspaper Publishers' Assn.

Libby Promotes Two

Libby, McNeill & Libby, Chicago, has appointed Harry R. Mathis, vp, general manager and marketing officer of its eastern division and David V. Whitley has been appointed a vp. Mr. Mathis, who joined the company in 1929, was elected a vp in 1959 with jurisdiction over frozen foods. Mr. Whitley has been with the company 31 years and was appointed general sales manager of the frozen foods division in 1959.

KNBC Names Calender

Dick Calender, formerly account executive of NBC Radio Spot Sales, San Francisco, has been appointed sales manager of KNBC, San Francisco.

WIST Names Rogers

WIST, Charlotte, N.C. has appointed C. B. Rogers commercial manager. Mr. Rogers was formerly sales manager of WAYS, Charlotte.

SETS IN USE ! COST PER THOUSAND ! SHARE OF AUDIENCE ! RATINGS ! AUDIENCE COMPOSITION ! APPERCEPTION ! AVAILABILITIES !
COST PER THOUSAND ! SHARE OF AUDIENCE ! RATINGS ! AUDIENCE COMPOSITION ! APPERCEPTION ! AVAILABILITIES ! SETS IN USE !
SHARE OF AUDIENCE ! RATINGS ! AUDIENCE COMPOSITION ! APPERCEPTION ! AVAILABILITIES ! SETS IN USE ! COST PER THOUSAND !
RATINGS ! AUDIENCE COMPOSITION ! APPERCEPTION ! AVAILABILITIES ! SETS IN USE ! COST PER THOUSAND ! SHARE OF AUDIENCE !
AUDIENCE COMPOSITION ! APPERCEPTION ! AVAILABILITIES ! SETS IN USE ! COST PER THOUSAND ! SHARE OF AUDIENCE ! RATINGS !
APPERCEPTION ! AVAILABILITIES ! SETS IN USE ! COST PER THOUSAND ! SHARE OF AUDIENCE ! RATINGS ! AUDIENCE COMPOSITION !
AVAILABILITIES ! SETS IN USE ! COST PER THOUSAND ! SHARE OF AUDIENCE ! RATINGS ! AUDIENCE COMPOSITION ! APPERCEPTION !

SEATTLE
TIMES

. . . is the People who read it!"

In the ABC Seattle City Zone, people who read **The Seattle Times** have outstanding characteristics which make them THE BEST AUDIENCE YOUR ADVERTISING DOLLAR CAN REACH

Just Released – **the new 1961-62 study of Newspaper Penetration, Duplications and Characteristics in the Seattle market. This comprehensive study reveals:**

1. FAMILY TRAITS – The Seattle Times stands out as the most exclusive, most effective newspaper to deliver *those buying factors* affected by length of residence, age and family size.

2. INCOME LEVELS – The Seattle Times is the exclusive leader at all income levels – at the highest levels, the leader by 2½ to 1!

3. OCCUPATIONS – The Seattle Times' exclusive readers bear the *mark of the ability to buy!*

4. DOMINANT COVERAGE – The Seattle Times is *Seattle's favorite newspaper* – Seattle's *accepted* newspaper – read by 7 out of 10 families.

All these facts, and more, about the leadership of The Times are contained in the latest *Newspaper Penetration, Duplications and Characteristics study of the Seattle Market,* conducted by Dan Clark II and Associates ▪ Write The Seattle Times or O'Mara & Ormsbee for your copy of this fact-filled survey.

The Seattle Times

Represented by O'Mara & Ormsbee, Inc. ▪ New York, Chicago, Detroit Los Angeles, San Francisco

1960 Beer Ad Costs Reach $1.09 per Bbl.

(Continued from Page 3)

the ad slogan, "Brewed with pure Rocky Mountain spring water," is unique in the brewing industry. Though the brewer spends relatively little for measured media advertising—$112,710 in spot tv and $33,202 in newspapers—it has managed to make substantial sales gains during the past few years.

Coors is the leader in its home state with more than 60% of sales, and it leads in 10 states in its 11-state marketing area (a smaller marketing area than most of the bigger brewers). The Colorado brewer also made substantial sales gains in the California market last year.

Coors does not release advertising figures, but the company does spend substantial amounts for point of purchase materials and permanent outdoor painted signs. The brewer maintains close relationships with distributors, however, and through a distributor-advertising program, Coors pays for all point of purchase materials, such as bar displays, illuminated signs, etc., while its distributors pay for local advertising such as newspaper ads. Spot tv, radio and outdoor advertising are paid for on a 50-50 co-op basis by Coors and the distributors.

True to precedent for the past few years, more top brewers made sales increases than advertising increases, as 14 boosted sales while seven registered losses. On the ad side, 11 increased ad spending and nine showed a decrease. Eight brewers chalked up sales and ad increases; four, whose sales were down, also spent fewer ad dollars. Five whose sales were up cut expenditures, and three whose sales were off, increased ad spending.

Here are some highlights from the study:

• **Anheuser-Busch Inc.**, St. Louis, once again the top seller by a better than 2,000,000 bbl. margin and the top advertiser, registered sales of 8,480,000 bbls., over 1959 sales of 8,065,000. Busch hiked ad spending just a little from $11,197,036 to $11,856,556 in 1960. Its 1960 ad costs also were up only slightly from $1.38 to $1.39 per bbl. and from 9.8¢ to 9.9¢ per case last year.

• **Jos. Schlitz Brewing Co.**, Milwaukee, again ranked second in sales and ad spending, although for the second consecutive year sales were down to 5,640,000 bbls. in 1960 from 5,863,000 bbls. in 1959. The Milwaukee brewer increased ad spending a whopping 13% to $10,070,397 from $7,461,781 in 1959, registering the highest per bbl. and per case costs of $1.78 and 12.7¢. The big increases in measured media spending were in outdoor and network tv.

• **Falstaff Brewing Co.**, St. Louis, ranked third largest seller but fourth largest advertiser with total sales of 4,940,000 bbls. in 1960, and an advertising expenditure of $5,429,472 in 1960, and per bbl. cost of $1.09 and per case cost of 7.7¢. The 1959 breakdown: 4,748,000 bbls. sold; $5,457,056, advertising; and ad costs of $1.14 per bbl. and 8.1¢ per case.

• **Theo. Hamm Brewing Co.**, St. Paul, was third largest advertiser and again ranked in seventh place in sales. Hamm increased its advertising to $5,502,802 from $4,446,749 in 1959 while sales rose slightly from 3,552,000 bbls. in 1959 to 3,907,000 bbls. in 1960. Hamm, which

(Continued on Page 72)

Per-Case Costs of Beer and Ale Advertising

Sales of brewers whose 1960 output exceeded 1,000,000 bbls. related to the amount invested by each in general magazines, newspapers (including Sunday sections), network and spot tv, and outdoor. These figures are not offered as complete records of expenditures; brewers spend large sums in radio as well as point of purchase materials and other non-measured media. Sales figures for this study were taken for the first time from a compilation by Brewing World and the National Beer Wholesalers Assn. Figures were published in the June issue of Brewing World, copyright 1961.

Copyright 1961 by Advertising Publications Inc.

BREWER	1960	1959	1958	1957	1956	1955	1954	1953	1952
ANHEUSER-BUSCH INC.									
1,000 bbls. sold	8,480	8,065	6,982	††5,864	5,864	5,617	5,829	6,711	6,034
Ad investment	$11,856,556	$11,197,036	††$10,263,530	$ 9,438,976	$ 6,816,889	$ 5,493,665	$ 6,820,379	$ 3,041,609	$ 1,681,096
Ad cost per bbl.	$1.39	$1.38	$1.47	$1.60	$1.16	97.8¢	$1.17	45¢	28¢
Ad cost per case	9.9¢	9.8¢	10.5¢	11.4¢	8.2¢	6.4¢	8.5¢	3.3¢	2¢
†JOS. SCHLITZ BREWING CO.									
1,000 bbls. sold	5,640	5,863	5,893	6,024	5,941	5,780	5,406	5,255	6,347
Ad investment	$10,070,397	$ 7,461,781	$ 7,741,692	$10,682,254	$ 8,605,134	$ 7,450,861	$ 7,319,025	$ 3,733,430	$ 2,341,768
Ad cost per bbl.	$1.78	$1.27	$1.31	$1.77	$1.45	$1.29	$1.35	71¢	37¢
Ad cost per case	12.7¢	9¢	9.3¢	12.6¢	10.3¢	9.3¢	9.8¢	5.2¢	2.7¢
FALSTAFF BREWING CO.									
1,000 bbls. sold	4,940	4,748	4,502	4,282	3,870	3,653	3,290	2,911	2,277
Ad investment	$ 5,429,472	$ 5,457,056	$ 5,266,140	$ 5,363,527	$ 4,383,350	$ 2,594,448	$ 2,744,722	$ 1,197,891	$ 784,667
Ad cost per bbl.	$1.09	$1.14	$1.16	$1.25	$1.13	71¢	83.4¢	41¢	34¢
Ad cost per case	7.7¢	8.1¢	8.2¢	8.9¢	8¢	5.1¢	6¢	3¢	2.5¢
†CARLING BREWING CO.									
1,000 bbls. sold	4,822	4,418	3,531	3,151	2,997	2,655	1,340	1,096	893
Ad investment	$ 4,757,981	$ 3,853,435	††$ 2,926,893	$ 1,848,718	$ 2,799,404	$ 423,045	———	———	———
Ad cost per bbl.	98¢	87¢	83¢	59¢	93¢	15.9¢	———	———	———
Ad cost per case	7¢	6.2¢	5.8¢	4.2¢	6.6¢	1.2¢	———	———	———
††PABST BREWING CO.									
1,000 bbls. sold	4,760	4,500	2,550	*2,700	*3,115	3,500	3,500	4,250	4,047
Ad investment	$ 4,745,145	$ 4,036,989	$ 3,231,032	$ 4,332,504	$ 6,202,978	$ 3,408,382	$ 4,147,572	$ 3,089,864	$ 2,936,895
Ad cost per bbl.	99¢	89¢	$1.26	$1.60	$1.99	97.3¢	$1.18	73¢	73¢
Ad cost per case	7¢	6.3¢	9¢	11.4¢	14.2¢	7¢	8.6¢	5.3¢	5.3¢
†P. BALLANTINE & SONS									
1,000 bbls. sold	4,409	4,325	4,036	3,982	3,967	3,953	3,713	3,882	4,038
Ad investment	$ 3,215,348	$ 2,938,362	$ 3,380,600	$ 3,878,398	$ 3,434,816	$ 1,571,939	$ 2,693,234	$ 2,021,738	$ 2,465,750
Ad cost per bbl.	72¢	67¢	83¢	97¢	86¢	39.7¢	72.5¢	52¢	61¢
Ad cost per case	5.1¢	4.7¢	5.9¢	6.9¢	6.1¢	2.9¢	5.3¢	3.8¢	4.4¢
THEO. HAMM BREWING CO.									
1,000 bbls. sold	3,907	3,552	3,394	3,376	3,325	3,072	2,249	1,686	1,330
Ad investment	$ 5,502,802	$ 4,446,749	$ 4,038,642	$ 3,932,007	$ 3,518,441	$ 2,034,130	$ 1,908,550	$ 647,773	$ 432,626
Ad cost per bbl.	$1.40	$1.25	$1.19	$1.16	$1.06	$1.17	84.9¢	38¢	31¢
Ad cost per case	10¢	8.9¢	8.5¢	8.3¢	7.5¢	8¢	6.1¢	2.8¢	2.2¢
F. & M. SCHAEFER BREWING CO.									
1,000 bbls. sold	3,101	3,050	2,787	2,940	2,720	2,675	2,690	2,541	2,400
Ad investment	$ 2,359,280	$ 2,933,733	$ 3,335,232	$ 2,530,082	$ 2,240,051	$ 1,548,486	$ 1,632,610	$ 631,093	$ 864,375
Ad cost per bbl.	76¢	96¢	$1.19	86¢	82¢	57.8¢	60.7¢	25¢	36¢
Ad cost per case	5.4¢	6.8¢	8.5¢	6.1¢	5.8¢	4.2¢	4.4¢	1.8¢	2.6¢
LIEBMANN BREWERIES									
1,000 bbls. sold	2,730	2,929	2,847	††2,900	2,882	3,162	3,410	3,085	2,875
Ad investment	$ 3,211,331	$ 3,983,679	$ 4,552,063	$ 4,753,115	$ 4,172,138	$ 3,706,080	$ 4,144,370	$ 2,212,971	$ 2,212,823
Ad cost per bbl.	$1.17	$1.36	$1.59	$1.63	$1.45	$1.17	$1.21	72¢	77¢
Ad cost per case	8.3¢	9.7¢	11.3¢	11.6¢	10.4¢	8¢	8.8¢	5.2¢	5.6¢
MILLER BREWING CO.									
1,000 bbls. sold	2,376	2,359	2,220	††2,221	2,246	2,191	2,096	2,138	3,043
Ad investment	$ 3,794,492	$ 3,114,585	$ 3,219,304	$ 3,200,547	$ 3,683,764	$ 1,683,523	$ 3,430,691	$ 1,327,696	$ 1,227,687
Ad cost per bbl.	$1.59	$1.32	$1.45	$1.44	$1.64	76.8¢	$1.64	62¢	40¢
Ad cost per case	11.3¢	9.4¢	10.3¢	10.2¢	11.7¢	5.6¢	6.1¢	4.5¢	2.9¢
LUCKY LAGER BREWING CO.									
1,000 bbls. sold	2,168	2,178	2,265	††2,024	1,960	1,824	1,775	1,740	1,475
Ad investment	$ 1,323,134	$ 2,242,800	$ 1,992,381	$ 2,058,622	$ 1,780,654	$ 1,223,857	$ 1,252,698	$ 223,651	$ 116,728
Ad cost per bbl.	61¢	$1.02	88¢	$1.01	91¢	67¢	70.6¢	13¢	8¢
Ad cost per case	4.3¢	7.2¢	6.2¢	7.2¢	6.5¢	4.8¢	5¢	0.9¢	0.6¢
STROH BREWING CO.									
1,000 bbls. sold	2,102	2,111	1,925	2,584	2,709	2,153	1,450	1,135	822
Ad investment	$ 1,673,613	$ 1,858,005	$ 1,984,471	$ 2,042,310	$ 1,833,535	$ 1,202,534	$ 891,231	$ 395,994	$ 255,005
Ad cost per bbl.	79¢	88¢	$1.03	79¢	68¢	55.8¢	61.5¢	35¢	31¢
Ad cost per case	5.6¢	6.2¢	7.3¢	5.6¢	4.8¢	4¢	4.5¢	2.5¢	2.2¢
ADOLPH COORS CO.									
1,000 bbls. sold	1,907	1,649	1,400	1,147	1,090	1,042	———	———	———
Ad investment	$ 145,912	$ 142,095	$ 156,332	$ 110,765	$ 69,058	$ 32,238	———	———	———
Ad cost per bbl.	8¢	8¢	11¢	10¢	6.3¢	3¢	———	———	———
Ad cost per case	**	**	**	0.7¢	0.4¢	0.2¢	———	———	———
†C. SCHMIDT & SONS									
1,000 bbls. sold	1,811	1,732	1,661	1,757	1,850	1,917	1,516	1,374	1,213
Ad investment	$ 1,779,482	$ 1,489,252	$ 1,000,203	$ 917,821	$ 757,287	$ 548,653	$ 421,880	$ 286,851	$ 202,389
Ad cost per bbl.	98¢	85¢	60¢	52¢	41¢	28.6¢	27.8¢	21¢	17¢
Ad cost per case	7¢	6¢	4.2¢	3.7¢	3¢	2¢	2¢	1.5¢	1.2¢
DREWERY'S LTD.									
1,000 bbls. sold	1,638	1,629	1,527	1,369	1,432	1,425	1,372	1,420	1,222
Ad investment	$ 869,513	$ 904,749	$ 957,458	$ 1,023,526	$ 1,143,670	$ 543,119	$ 477,779	$ 204,998	$ 91,951
Ad cost per bbl.	53¢	55¢	62¢	75¢	79¢	38.1¢	34.8¢	14¢	8¢
Ad cost per case	3.7¢	3.9¢	4.4¢	5.4¢	5.6¢	2.8¢	2.5¢	1¢	0.6¢
OLYMPIA BREWING CO.									
1,000 bbls. sold	1,496	1,415	1,249	1,104	1,016	865	815	———	———
Ad investment	$ 873,576	$ 1,559,587	$ 520,188	$ 1,298,181	$ 1,086,962	———	———	———	———
Ad cost per bbl.	58¢	$1.10	41¢	$1.18	$1.06	———	———	———	———
Ad cost per case	4.1¢	7.8¢	2.9¢	8.4¢	7.5¢	———	———	———	———
PIEL BROS.									
1,000 bbls. sold	1,486	1,511	1,420	*1,435	*1,350	1,365	1,395	1,375	1,200
Ad investment	$ 1,693,270	$ 1,575,181	$ 1,908,295	$ 1,694,514	$ 1,665,216	$ 404,867	$ 698,192	$ 193,564	$ 269,014
Ad cost per bbl.	$1.13	$1.04	$1.34	$1.18	$1.23	29.6¢	50¢	14¢	22¢
Ad cost per case	8¢	7.4¢	9.5¢	8.4¢	8.8¢	2.1¢	3.6¢	1¢	1.6¢

Fred Steffen, a vigorous draftsman and stylistic innovator has contributed to the editorial and advertising pages of many national magazines.

A famous voice teacher heard Caruso singing in a hotel room, and was not impressed. That evening, he heard him sing the same arias, before a packed respectful house at the Metropolitan Opera, and was overwhelmed. It's the same with national advertising. Whatever the merit of the advertisement in copy, layout, and type proof, its power depends finally upon the stage where it appears before a national audience.

The *basic* value of America's national magazines is that they provide a worthy stage of editorial value and reader respect for the genius of American advertising. The selling power of a national magazine advertisement is supported by a full cast of editorial features and by an audience, often many years in depth, who respect the magazine as opera goers respect the traditions of the Metropolitan.

This is one of a series of advertisements, developed in collaboration with artists and photographers who design and illustrate for magazines and national advertising, which express our appreciation of America's national magazines as basic media of advertising. For more than a quarter century our contributions have been technical . . . fine photo-engravings made for many of America's leading advertisers, agencies, and publishers. This experience has given us an insight, here placed on public record, into the values of magazines in American life and advertising.

COLLINS, MILLER & HUTCHINGS, INC.

America's finest photoengraving plant
for letterpress and gravure
333 West Lake Street, Chicago

Beer Ad Costs . . .

spends its ad dollars mostly in spot tv and outdoor media, registered one of the highest per bbl. and per case ad costs—$1.40 per bbl. and 10¢ per case. This compared to 1959 ad costs of $1.25 and 8.9¢.

• One brewer who cut ad costs considerably in 1960—and saw sales drop—was Jacob Ruppert Brewing Co., New York, which last year registered the highest ad costs in AA's study. Ruppert slashed its advertising from $2,650,806 to $1,480,527 and suffered a sales drop from 1,430,000 bbls. in 1959 to 1,305,000 bbls. in 1960. Ad costs in 1960 were $1.13 per bbl. and 8¢ per case, compared with $1.85 per bbl. and 13.2¢ per case in 1959.

Of six measured media, spot tv remained the favorite for the brewers as they spent $28,650,300 in this medium. Outdoor took the next largest chunk, $19,544,986; newspapers, $7,890,924; magazines, $6,815,106; network tv, $6,375,285; and business publications, $223,600.

AA has calculated figures in this annual survey of the industry from various sources of data on advertising media and from estimated barrelage figures compiled by *Brewing World* and National Beer Wholesalers Assn. This is the first year AA has used the latter figures, which now represent the most up-to-date estimates of barrelage totals.

Data included in this study are newspaper ad costs (including supplements) as measured by the Bureau of Advertising, American Newspaper Publishers Assn.; magazines and network tv as measured by Publishers' Information Bureau; spot tv, by Television Bureau of Advertising; business publications by Associated Business Publications, and outdoor by Outdoor Advertising Inc.

■ The ad figures are only a rough indication of comparable ad costs by brewers. The measured media figures are based on gross rates and (in case of broadcast media) exclude production and talent costs. Omitted completely from the calculations are large amounts which brewers spend on radio as well as point of purchase materials, direct mail, dealer helps, etc., for which measured figures are not available. Also omitted from the study are sizable advertising expenditures by distributors.

It must also be pointed out that figures given in the accompanying chart are not strictly comparable, since network radio has not been measured since the first seven months of 1955. Spot tv has been measured .only since the fourth quarter of 1955, and outdoor figures have been available only since 1954.

The accompanying table shows brewers listed in order of their sales rank for 1960. For each, an advertising expenditure and per-barrel and per-case ad figure is also given. For the purpose of the study, AA has taken 14 cases per barrel as the standard, though actually not all the barrelage was sold in cases. #

Per-Case Costs of Beer and Ale Advertising

(Continued from Page 70)

BREWER	1960	1959	1958	1957	1956	1955	1954	1953	1952
NATIONAL BREWING CO.									
1,000 bbls. sold	1,355	1,342	1,294	1,301	*1,115	1,286	———	———	———
Ad investment	$ 1,092,068	$ 1,840,952	$ 1,876,208	$ 1,353,155	$ 1,221,254	$ 211,987	———	———	———
Ad cost per bbl.	80¢	$1.37	$1.45	$1.04	$1.10	16.4¢	———	———	———
Ad cost per case	5.7¢	9.7¢	10.3¢	7.4¢	7.9¢	1.2¢	———	———	———
JACOB RUPPERT									
1,000 bbls. sold	1,305	1,430	1,450	1,490	1,539	1,638	1,769	2,005	1,800
Ad investment	$ 1,480,527	$ 2,650,806	$ 1,653,014	$ 873,055	$ 1,098,454	$ 925,627	$ 710,335	$ 436,038	$ 465,587
Ad cost per bbl.	$1.13	$1.85	$1.14	59¢	71¢	56.5¢	40.1¢	22¢	26¢
Ad cost per case	8¢	13.2¢	8.1¢	4.2¢	5¢	4.1¢	2.9¢	1.6¢	1.9¢
DUQUESNE BREWING CO.									
1,000 bbls. sold	1,048	1,098	1,032	1,062	1,046	988	904	———	———
Ad investment	$ 1,167,688	$ 1,115,103	$ 1,268,579	$ 1,222,623	$ 1,148,505	———	———	———	———
Ad cost per bbl.	$1.11	$1.01	$1.22	$1.15	$1.09	———	———	———	———
Ad cost per case	7.9¢	7.2¢	8.7¢	8.2¢	7.7¢	———	———	———	———
PEARL BREWING CO.									
1,000 bbls. sold	1,026	———	———	———	———	———	———	———	———
Ad investment	$ 1,269,227	———	———	———	———	———	———	———	———
Ad cost per bbl.	$1.23	———	———	———	———	———	———	———	———
Ad cost per case	8.7¢	———	———	———	———	———	———	———	———
JACKSON BREWING CO.									
1,000 bbls. sold	1,012	———	1,030	1,107	1,051	1,008	1,006	———	———
Ad investment	$ 1,191,384	———	$ 1,599,703	$ 1,377,315	$ 1,197,871	$ 804,199	———	———	———
Ad cost per bbl.	$1.17	———	$1.55	$1.24	$1.13	79.7¢	———	———	———
Ad cost per case	8.3¢	———	11¢	8.9¢	8¢	5.8¢	———	———	———

*Estimated. **Advertising cost per case a fraction of 1¢. ††Revised. †Figures include expenditure for both beer & ale. §The 1960 ad expenditure and sales figure listed for Pabst also includes amounts for Blatz, which Pabst bought in 1958. Previous AA studies have listed these two brewers individually, but since purchase of Blatz, Pabst management has not disclosed individual sales figures for the two brands. 1960 ad expenditure for Blatz was $2,290,455.

Pioneer Ice Cream to Y&R

Pioneer Ice Cream division of the Borden Co., Brooklyn, N.Y., has named Young & Rubicam, New York, to handle its advertising, effective Jan. 1. Y&R handles national advertising for Borden ice cream, and the local division, which sells under the Borden, Lady Borden, Reid, Ricciardi and Horton brands, decided it could better coordinate its efforts with the national program by moving to the national agency. The account is presently handled by Doherty, Clifford, Steers & Shenfield.

Two Join Leo Burnett

Gilbert P. Goetz and Frederick D. Montgomery have joined Leo Burnett Co., Chicago. Mr. Goetz, an account executive, was with Klau-Van Pietersom-Dunlap, Milwaukee. Mr. Montgomery, formerly general manager of North Woods Coffee Co. and Pop-Ice Corp., Chicago, will be in the account group.

Newbury Elected Club Head

Kenneth L. Newbury, *Patriot Ledger*, Quincy, Mass., has been elected president of the New England Newspaper Advertising Executives Assn. Also elected were James H. Wilson, *Advocate*, Stamford, Conn., vp, and Charles H. Miller, *Daily News*, Milford, Mass., secretary.

Hixson Resigns Kleen King

Hixson & Jorgensen, Los Angeles, has resigned Kleen King Home Products Inc., maker of a line of detergents, as "uneconomic." The account billed at an annual rate of $40,000, the agency said.

Brands Are Waning, French Tells Container Corp. Meeting; No Shift from Brands: Cleaves

NEW YORK, Oct. 3—The private label reared its anonymous head today at Container Corp. of America's seminar here on top management's expanding role in marketing.

Some 300 executives attending the seminar heard six panelists, headed by Edward C. Bursk, professor of marketing at the Harvard Business School, stray from their set assignments, "Organizing for Marketing Action" and "Developing Marketing Strategy."

William T. French, president of Associated Merchandising Corp., said the day of strong consumer loyalty to advertised brands no longer exists. Most brands, he said, have taken the safe route, copying their competition in product features and in advertising.

In department store merchandising, it was asserted, many brands are prominent because retailers have made them prominent.

■ R. Lee Waterman, vp and general manager of the consumer products division of Corning Glass Works, said the contest between branded and non-branded products had been going on for 30 years; yet he could not see a swing from brands.

"If brands are going out of style, we should know about it," he said.

Mr. French contended, "Probably the best-known coffee in the U.S. today is technically a private label."

But fellow panelist Herbert M. Cleaves, exec vp-marketing, of General Foods, disagreed: "The best-known coffee in the U.S. today is not a private label; it's an advertised brand."

Mr. Cleaves added that in many product categories the top brands are recognized by the consumer as being approximately equal.

"She will accept any one of them," he said, indicating that this gives advertising the role of making the consumer choose one over the other.

Mr. Cleaves said the key factor is the product itself: "If you can develop a product that you can shout about, then your advertising becomes less costly." However, he said, the advantage does not last long before the others catch up. General Foods does not give a product to private label marketers until it has gotten the most mileage out of it, he indicated.

■ Martin Mayer, author of "Madison Avenue, U.S.A.," said the example of A&P and Sears, Roebuck pointed up the part played by the reputation of the retailer in building such sales. "These guys have raised hell with their suppliers," he said, emphasizing quality control, laboratory tests and so on. For instance, "Sears would blow off a rocket to Whirlpool" when products were below par, he said.

"In fact, I could put my finger on some areas where Sears and A&P have got better quality than some other private labels."

Citing a court case resulting from power brake failures on Buick automobiles, he added: "If you have a blatant product failure, you have a situation where advertising is not going to help you for a long time." Some products, he said, were market failures because they were "just no damned good."

He said that today stereo fm is being brought on the market "roughly 18 months too soon," just as manufacturers had been stampeded into stereo hi fi. "When I saw this, I said, 'My God, they're doing it again'."

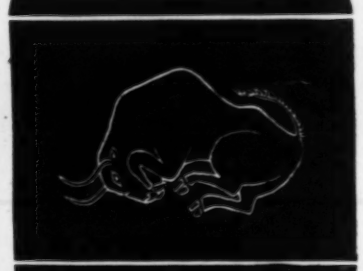
■ Mr. Mayer said, "You can always prove that what you're getting now is the best." However, "I watched the wizards at work on Edsel. Only the experts can go that far wrong."

Other panelists were Thomas B. Adams, president of Campbell-Ewald Co.; Marvin Bower, managing director of McKinsey & Co.; and Harley V. McNamara, chairman of the executive committee of National Tea Co. #

Tisdale to Massey-Ferguson

Clive R. Tisdale, formerly advertising and public relations manager of Fruehauf Trailer Co. of Canada Ltd., has been named assistant to the director of public relations of Massey-Ferguson Ltd., Toronto.

visual communication



15,000 B.C.—Cave Painting—Altamira, Spain

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a 16 page booklet, 10¾ x 8¼" FULL PROCESS COLOR complete, only 25¢ per unit*

price includes—layout and design all photography—art—typography four-color process separations fine quality printing...no extras

*In quantities of 50,000, prices on other quantities upon request.

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Call, write or wire collect—We are staffed to personally handle your requirements, wherever your location throughout the United States.

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the newspaper that GROWS ORCHIDS

They say orchids are tough to raise in Central Florida . . . and they're right.

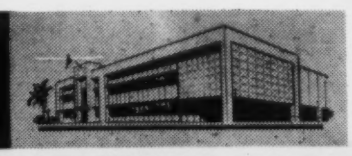
■ But it's a newspaper's business to lead . . . not only in politics but in all kinds of civic projects. That, in our book, includes taking the lead in beautifying our town.

■ Years ago we bought truckloads of azaleas and sold them below cost. Today the azalea season in Orlando actually and factually creates here a Real City Beautiful.

■ Now we're raising orchids. We spent $40,000 on an orchid house, another $60,000 on plants, supplies and labor . . . but we don't sell them . . . we give them away to the sick and invalid in our hospitals.

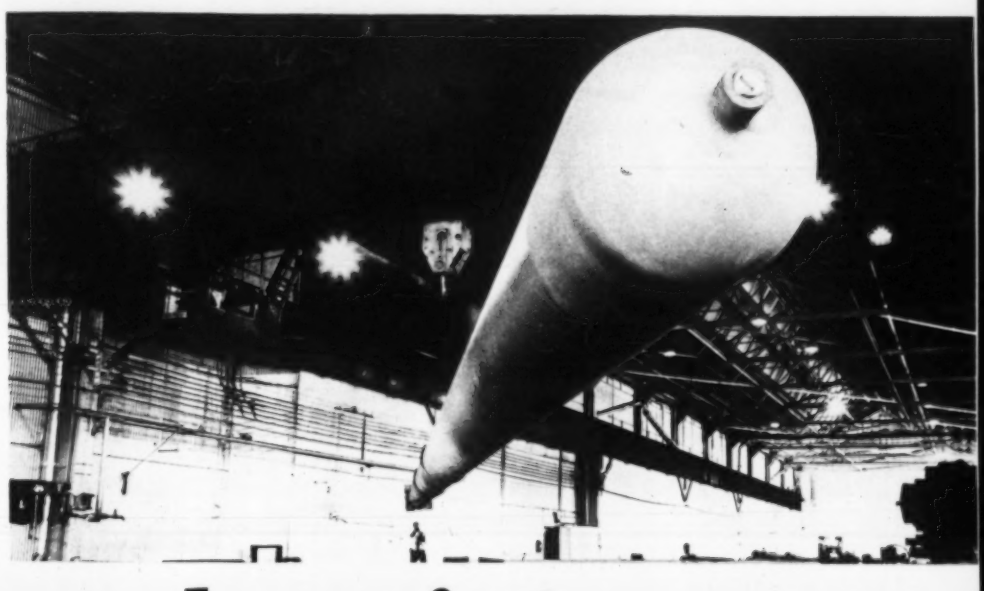
MARTIN ANDERSEN
Editor/Owner/Ad Writer/Galley Boy/Orchid Grower

Orlando Sentinel-Star
ORLANDO, FLORIDA



GATEWAY TO THE MOON ■ ORLANDO SERVES CAPE CANAVERAL

a million here, and a million there...and pretty soon you've got a billion everywhere!



Be choosy! Just take the new plants being built in the Chemical Process Industries that cost a million or more. CHEMICAL WEEK did and found the total was $854,100,000 – just for the first six months of '61! Their comment... *"The brisk May and June contracting pace hints '61 will be a good year, but probably not quite the equal of 1960."*

Masters of understatement, these CW editors... but remember, building encourages more building. That's why CPI management men, reading CHEM WEEK's construction report, will view it with a calculating eye... *"What fields are doing the heavy spending?"* – *"Where are the new plants located?"* – *"What are the products?"* – *"Which engineering firms are doing which jobs?"* – *"How much is going on abroad?"* And because they lean heavily on CW for the specialized "intelligence" that helps guide critical decisions, they find this report compacted with what they want to know most about new construction.

Two dominant differences make CHEMICAL WEEK unique among all CPI publications. It alone matches the mind and mood of CPI-Management to the exclusion of anything or anybody else. It alone has the editorial resourcefulness to seek and interpret the news from the profit perspective. Now you know why more and more profit-minded advertisers are finding it their most resourceful medium.

Industry Spokesman for CPI-Management

Chemical Week

A McGraw-Hill Businesspaper

ABP Mails 'Full Disclosure Form for Publication Research'

Associated Business Publications has started mailing its "Full disclosure form for publication research" to publishers, agencies and advertisers. The form was produced at the urging of advertising buyers, and represents ABP's effort to upgrade ad and marketing research through full disclosure of research methodology.

ABP reports that American Aviation Publications, Reuben H. Donnelley Corp. and McGraw-Hill Publishing Co. are among those who have agreed to use the form.

"Heller working funds have functioned for us as equity capital" and still do!

AD UPDATED—*Walter E. Heller & Co., commercial factor, repeats this three-year-old ad "with a few corrections" to show further progress of a client. Gourfain & Loeff has scheduled the ad for financial publications.*

Freeman Shoe Plans Radio, Magazine Drive in Spring

Freeman Shoe Corp., Beloit, Wis., will launch a "medal winning styles" promotion next spring, the most intensive campaign in company history. Network radio spots on NBC's "Monitor" will feature entertainers Gordon and Sheila MacRae. These spots will also be offered to dealers for use on local stations.

The MacRaes also will be pictured in ads in *Gentlemen's Quarterly, Holiday, Sports Illustrated, Time* and *Wall Street Journal*. The husband-wife team will be featured in point of sale material, direct mail pieces and newspaper ad mats as well. J. Walter Thompson Co., Chicago, is the agency.

Graham Moves Offices

Hugh H. Graham & Associates has moved from New Britain, Conn., to Professional Park, Farmington, Conn.

Stores Bar Soft Drinks in Strike in San Francisco

Coke, Pepsi, Seven-Up Are Hit; Teamster Ads to Push Hires Root Beer

SAN FRANCISCO, Oct. 3—The International Brotherhood of Teamsters got an unusual assist from some employers here this week, in a strike against Coca-Cola, Seven-Up, Pepsi-Cola and other drinks.

Hundreds of small grocery stores throughout Northern California and two major chains have refused to accept deliveries of soft drinks from firms struck by the union.

One store official explained simply, "We don't want any more trouble with the teamsters."

Officials of Lucky Stores, which has dozens of East Bay outlets, acknowledged they had ordered stores not to accept any more deliveries. Safeway reportedly took the same stand, but the chain refused to confirm it.

The San Francisco Retail Grocers' Assn. said most of its 1,200 independent grocery store members are declining to accept deliveries of the soft drinks.

■ John Brown, president of the Coca-Cola Bottling Co. here, admitted that there is "some reluctance from dealers to buy and some question about the chains."

All of the teamster locals in the Bay Area are promoting a wholesale boycott against 20 soft drinks made by seven struck companies. The union has 500 drivers and bottlers on strike, and the companies have hired non-union workers to replace the strikers.

Mr. Brown's company is the largest involved in the dispute; it is sending out 17 trucks on daily deliveries through picket lines, as compared with 40 trucks used normally.

The union has taken Hires root beer off the unfair list and has reported that Blue Crest Bottling Co. has agreed to "take whatever terms are finally settled with the bigger firms."

■ In return, the union has agreed to run big newspaper ads asking the public to buy Hires root beer, according to the union.

The boycott is against Coca-Cola, Enterprise, Royal Crown, Dr. Pepper, Pepsi-Cola, Seven-Up and Shasta. #

'American Metal Market' Names Robert Spraker, Edward Clancy

J. Robert Spraker, formerly manager of general advertising of Pittsburgh *Post-Gazette* and *Sun-Telegram*, has been named Pittsburgh district ad manager for *American Metal Market*. He succeeds Karl Oesterle, who has joined Time Inc.

At the same time, the company has named Edward F. Clancy, formerly a district manager for Penton's *Machine Design*, district sales manager for *AMM's* new *Metal Center News*.

'Professional Beauty News' Begins Publication

Professional Beauty News, a bimonthly controlled circulation magazine going to 80,000 beauty salon operators, will begin publication in November. It will carry only second, third and fourth cover ads, plus some inserts. It offers instead sales leads, based on keyed news items. Cost is $3 each for the first 200 sales leads per news item, and no charge for additional leads. The magazine is published by Seacliffe Enterprises, 35 E. Wacker Dr., Chicago.

AWARD-WINNING COLOR IN A SALES-WINNING MARKET

Once again the Peoria Journal Star won Editor & Publisher's top award for 2-color reproduction by newspapers of 100,000 to 250,000 circulation. Appropriately, the ad was for a Peoria product – Jas. Barclay & Co., Ltd.'s Corby's Reserve Whiskey. Distilling is one of Peoria's major industries . . . another reason why this metropolitan area has grown to become America's 81st market and the 2nd largest market in Illinois. Peoria Journal Star circulation hits 89% of this area's households, overflowing to 13 counties where over half a million people earn over a billion dollars annually.

PLAIN OR FANCY
One of the pleasant things about Corby's is that it does as much for a fruit-flavored cocktail as it does for a highball or a Manhattan. Mix it plain or fancy, you'll make more kinds of drinks, and make them better. Try it and see!
CORBY'S . . . smoothest whiskey this side of Canada

Advertiser: Jas. Barclay & Co., Ltd. (Division of Hiram Walker & Sons, Inc.)
Agency: Ross Roy — B.S.F.&D., Inc.

COLOR FACTS

R.O.P. Color . . . full color or spot . . . available 7 days a week . . . 1000 line minimum . . . low premium rates.

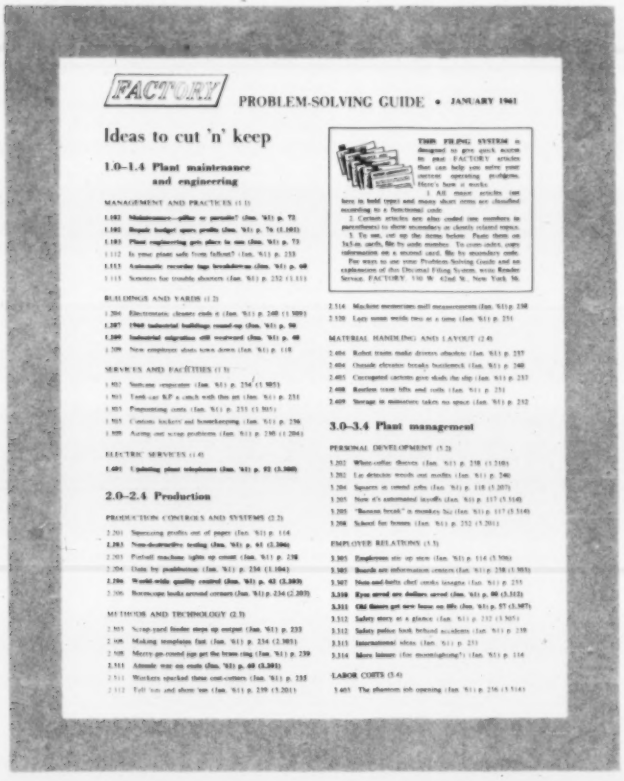
Peoria Journal Star

O'MARA & ORMSBEE, INC.
National Representatives

What readers get from FACTORY is a remarkably practical *balance* of editorial fare to serve their needs realistically. This includes all three major elements of plant operations: Plant Maintenance and Engineering, Production, Plant Management.

If you want to check the balance of that fare, take a look at just a single regular feature, FACTORY's "Problem Solving Guide." Here's a meat-and-potatoes idea index of the issue's content (Dewey-decimal, and easy to file)...a practical reader service unique to this publication. (Complete 1960 Editorial Inventory, done on this basis, is available.)

It's editorial "differences" like this that make FACTORY your most important advertising medium when you want to sell to manufacturing plants.



FACTORY PROBLEM-SOLVING GUIDE • JANUARY 1961

Ideas to cut 'n' keep

1.0–1.4 Plant maintenance and engineering

MANAGEMENT AND PRACTICES (1.1)

1.102 Maintenance—gallus or parasite? (Jan. '61) p. 72
1.102 Repair budget spurs profits (Jan. '61) p. 76 (1.102)
1.103 Plant engineering gets place in sun (Jan. '61) p. 73
1.112 Is your plant safe from fallout? (Jan. '61) p. 233
1.113 Automatic recorder logs breakdowns (Jan. '61) p. 68
1.115 Scooters for trouble shooters (Jan. '61) p. 232 (1.111)

BUILDINGS AND YARDS (1.2)

1.204 Electrostatic cleaner ends it (Jan. '61) p. 240 (1.509)
1.207 1960 industrial buildings round-up (Jan. '61) p. 98
1.209 Industrial migration still westward (Jan. '61) p. 60
1.209 New employees shun town down (Jan. '61) p. 118

SERVICES AND FACILITIES (1.3)

1.302 Suit-case sequester (Jan. '61) p. 234 (1.305)
1.303 Tank car KP a cinch with this arc (Jan. '61) p. 231
1.305 Pinpointing costs (Jan. '61) p. 233 (1.305)
1.305 Customs lockers and housekeeping (Jan. '61) p. 236
1.309 Acting out scrap problems (Jan. '61) p. 240 (1.204)

ELECTRIC SERVICES (1.4)

1.401 Updating plant telephones (Jan. '61) p. 92 (3.308)

2.0–2.4 Production

PRODUCTION CONTROLS AND SYSTEMS (2.2)

2.201 Squeezing profits out of paper (Jan. '61) p. 114
2.203 Non-destructive testing (Jan. '61) p. 61 (2.206)
2.203 Pinball machine tallies up count (Jan. '61) p. 238
2.204 Data by pushbutton (Jan. '61) p. 234 (1.104)
2.206 World-wide quality control (Jan. '61) p. 42 (3.303)
2.306 Borescope looks around corners (Jan. '61) p. 234 (2.203)

METHODS AND TECHNOLOGY (2.3)

2.303 Scrap-yard feeder steps up output (Jan. '61) p. 233
2.308 Making templates fast (Jan. '61) p. 234 (2.303)
2.308 Merry-go-round jigs get the brass ring (Jan. '61) p. 239
2.311 Atomic way on seats (Jan. '61) p. 60 (3.301)
2.311 Workers spacked these cost-cutters (Jan. '61) p. 235
2.312 Tell 'em and show 'em (Jan. '61) p. 239 (3.201)

THIS FILING SYSTEM is designed to give quick access to past FACTORY articles that can help you solve your current operating problems. Here's how it works:

1. All major articles (see here in bold type) and many short items are classified according to a functional code.

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3. To use, cut up the items below. Paste them on 3x5-in. cards, file by code number. To cross-index, copy information on a second card, file by secondary code.

For ways to use your Problem-Solving Guide and an explanation of the Decimal Filing System, write Reader Service, FACTORY, 330 W. 42nd St., New York 36.

2.314 Machine memorizes mill measurements (Jan. '61) p. 238
2.320 Lazy susan welds two at a time (Jan. '61) p. 231

MATERIAL HANDLING AND LAYOUT (2.4)

2.404 Robot trusts make drivers obsolete (Jan. '61) p. 237
2.404 Outside elevator breaks bottleneck (Jan. '61) p. 240
2.405 Corrugated cartons give skids the slip (Jan. '61) p. 237
2.408 Restless team lifts and curls (Jan. '61) p. 231
2.409 Storage in minutes: takes no space (Jan. '61) p. 232

3.0–3.4 Plant management

PERSONAL DEVELOPMENT (3.2)

3.202 White-collar thieves (Jan. '61) p. 238 (3.210)
3.202 Lie detector weeds out misfits (Jan. '61) p. 240
3.204 Squares at round jobs (Jan. '61) p. 118 (3.207)
3.205 Now it's automated layoffs (Jan. '61) p. 117 (5.314)
3.205 "Bassem break" in monkey biz (Jan. '61) p. 117 (5.314)
3.208 School for bosses (Jan. '61) p. 232 (3.201)

EMPLOYER RELATIONS (3.3)

3.305 Employees stir up stew (Jan. '61) p. 114 (3.306)
3.305 Boards are information centers (Jan. '61) p. 238 (1.303)
3.307 Nuts-and-bolts chef cooks lasagna (Jan. '61) p. 235
3.310 Eyes saved are dollars saved (Jan. '61) p. 60 (3.312)
3.311 Old timers get new lease on life (Jan. '61) p. 57 (3.307)
3.312 Safety story at a glance (Jan. '61) p. 232 (3.305)
3.312 Safety police look behind accidents (Jan. '61) p. 239
3.313 Instructional ideas (Jan. '61) p. 235
3.314 Ideas laissez (for steeringlaing?) (Jan. '61) p. 114

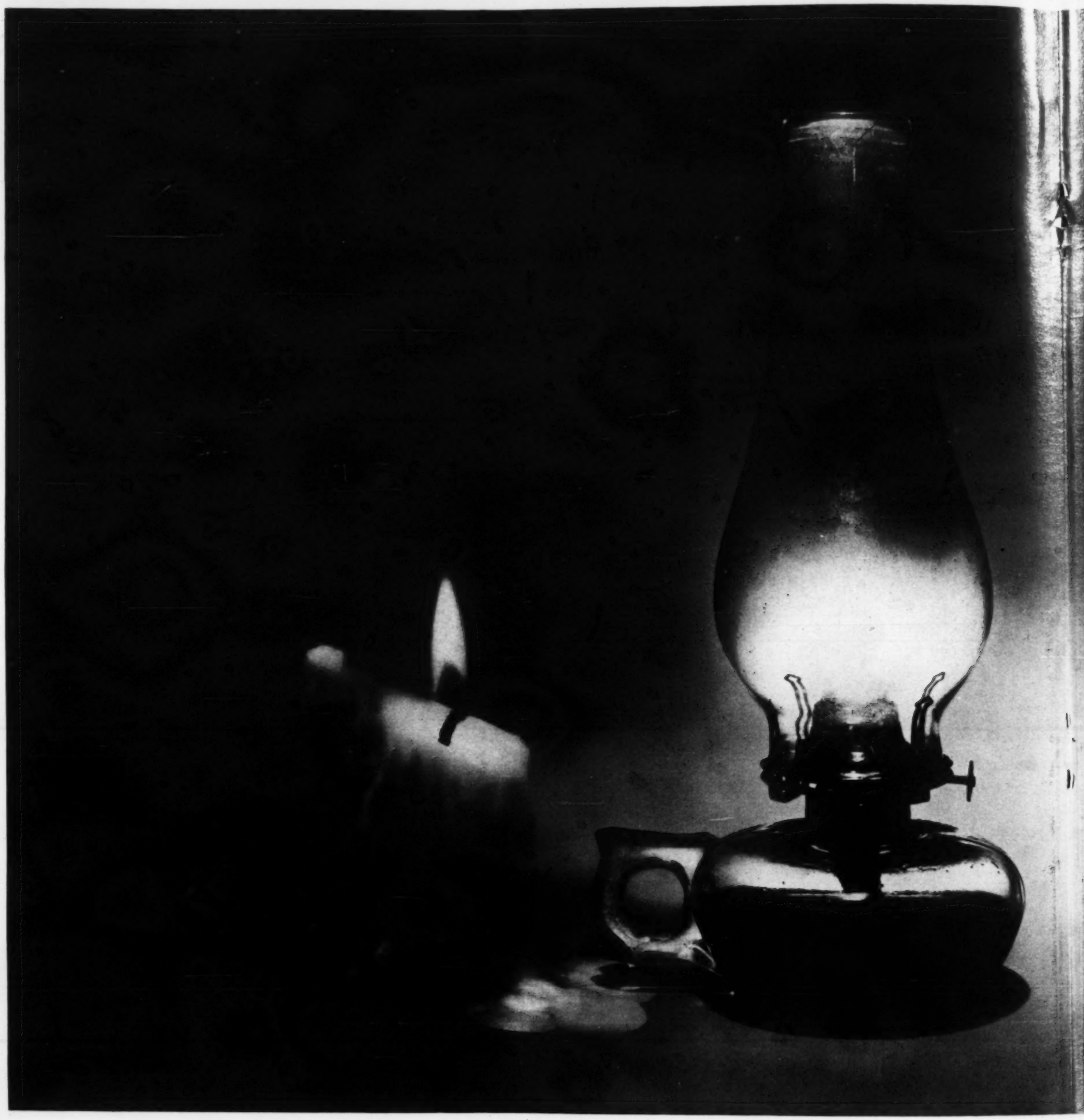
LABOR COSTS (3.4)

3.403 The phantom job opening (Jan. '61) p. 236 (3.314)

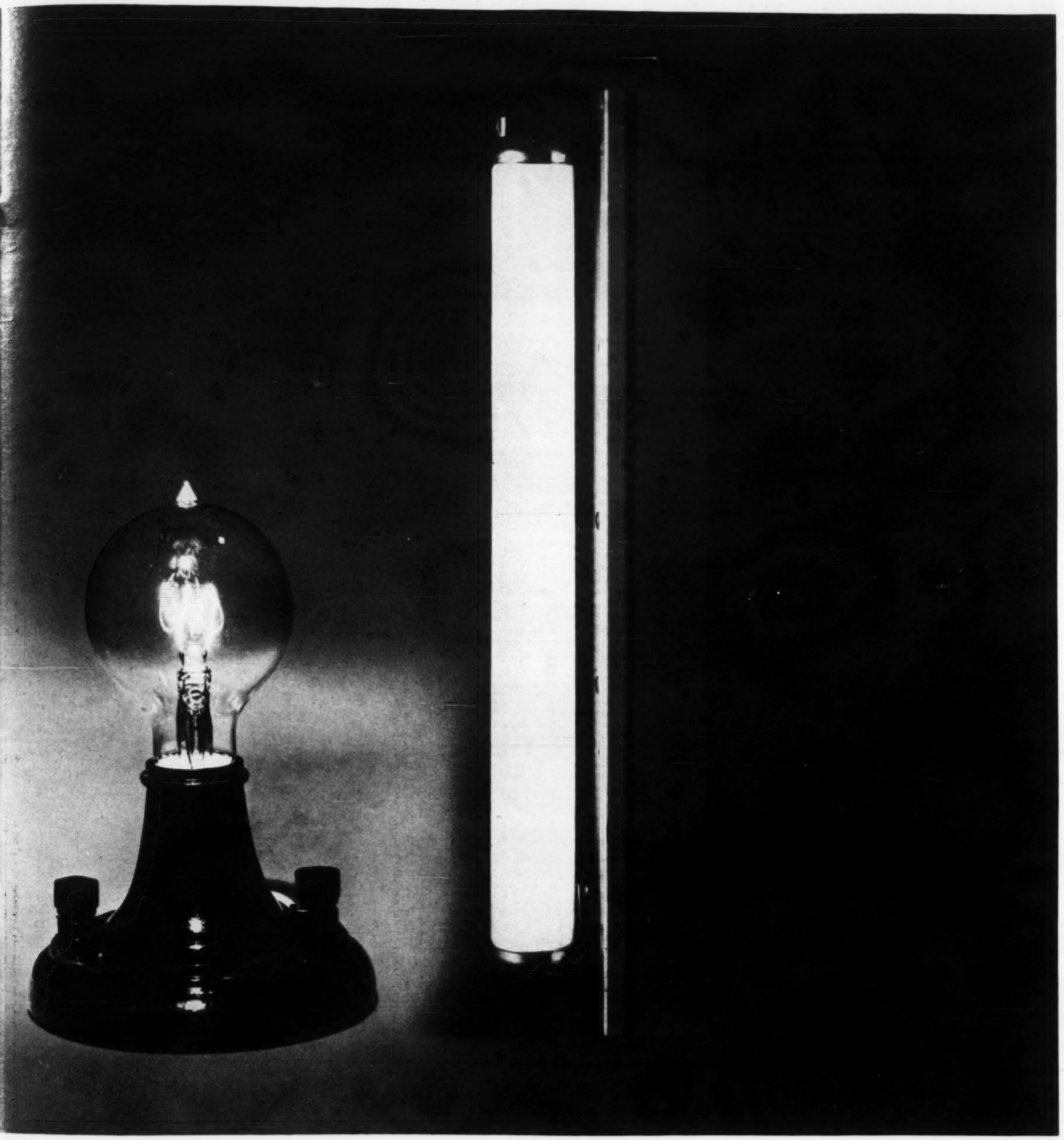
FACTORY

A McGraw-Hill Publication • 330 West 42nd Street • New York 36.

. . . TO REACH MORE OF THE MEN WHO MANAGE PLANT OPERATIONS, AT LOWER COST, THAN ANY OTHER BUSINESSPAPER.



there is nothing harder to stop than a trend



Or some interesting illumination shed by Nielsen on the new season.

Here we go again. Into fall again—with more television tubes aglow again.

Glowing, already, with the premiere of a bright new season, with the excitement of such already-premiered new entries as ABC-TV's *Follow the Sun*, and such other, new network shows as *The Defenders, Car 54, Where are You?, International Showtime* and the *Du Pont Show of the Week* . . . as well as with the return of established favorites with first run showings.

And glowing already, the first Nielsen Report* shows, with a prophetically strong ABC glow. In homes where they can watch all 3 networks, the glowing went:

ABC—largest audience per average minute. ABC—most half-hour firsts (24 to Net Y's 16, Net Z's 11). *ABC—3 out of the top 5 shows: (Flintstones, 77 Sunset Strip, Real McCoys).*

Sure, one rating doesn't say a season. But ratings that evolve from the pattern set so consistently last season say plenty.

They say the trend keeps trending. And that's the kind of a trend there's nothing harder to stop than.

ABC Television

*Source: Nielsen 24 Market TV Report, week ending Sept. 17, 1961. Average audience, Mon. thru Sat. 7:30-11 PM; Sun., 6:30-11 PM.

Lefebvre Hinerfeld Durkee Soughan

PEPSI PUSHERS—*Pepsi-Cola marketing vps discuss their beefed up promotion plans: Marc Lefebvre, field operations; Phil Hinerfeld, advertising, William Durkee, senior vp in charge of the marketing division; and John Soughan, marketing services.*

Pepsi Projects 29% Ad Expenditure Boost

(Continued from Page 3)

operation that might best be described as "goosing the bottlers." The company has some 560 bottlers, the vast majority locally owned; and back here at New York headquarters the concern is not so much with supplying the liquid that goes into the bottles as it is with supplying marketing ideas to make bottlers more aggressive.

■ Talking about next year's increased ad budget, Bill Durkee explained that the line to bottlers now is: "We've upped ours—now *you* up yours."

Advertising in support of Pepsi-Cola breaks down into three parts:

1. National advertising, prepared and placed by the parent company. This is the umbrella.

2. Co-op advertising, shared by the parent company and bottlers in proportions which are not revealed.

3. Local bottlers' own advertising.

To stimulate bottlers to ante up, Pepsi sends out of New York a fantastic variety of promotional supports—ready to use. In addition to the usual materials such as mats and recorded radio spots, Pepsi has thick manuals on advertising practice, explaining to the bottler how to do everything from picking an agency to reading a rate card.

■ Phil Hinerfeld pointed out that his department, which numbers 17 persons, spends $200,000 a year merely on the production of advertising materials.

Pepsi, Mr. Hinerfeld revealed, is now spending half of its national budget in television, which is quite a switch from recent years, when the company had no network tv commitments.

As head of marketing services, John Soughan delivers the ideas and sales aids to the army of bottlers. He has under his jurisdiction not only advertising but market research, packaging, merchandising, equipment and training services.

The national staff apparatus is duplicated in each of the four field divisions, which are supervised by Marc Lefebvre. The Pepsi field offices work with the bottlers in the planning and execution of the program. Attached to the field offices are marketing coordinators. There is now one marketing coordinator for every 10 bottlers in the nation.

• Bill Durkee, who came up from the bottling end, pointed out that the bottlers today want sophisticated marketing services.

"We are dealing now with a different breed of cat then before," he said. "These are the second generation bottlers. They're savvy. Many of them have gone to Harvard Business School."

Pepsi sales and profits have skyrocketed in the past 10 years. Can they go any higher? The marketing team responds with an emphatic "yes." They point fondly to North Carolina, birthplace of Pepsi and the state with the highest per capita consumption of soft drinks.

"If we could educate the rest of the country to drink Pepsi the way North Carolinians do," Mr. Lefebvre mused. And Mr. Soughan completed his dream—"We'd do seven to eight times our present volume." #

Allied Taps Tomlinson

Joseph J. Tomlinson, advertising manager of the general chemical division of Allied Chemical Corp., New York, has been named assistant advertising director of Allied. He will share increased group responsibilities of the company's central advertising department with Robert K. White, the other assistant director.

Hunter Joins Geyer, Morey

Edwin H. Hunter has joined Geyer, Morey, Madden & Ballard, Dayton, O., as art director. Mr. Hunter was formerly art director of Willis, Case & Harwood, Dayton.

AMA Reassigns Two

The American Medical Assn., Chicago, has made these changes: Anthony J. DiRollo, who formerly handled sales for specialty journals in the AMA's New York office, has been assigned to the *Journal of the American Medical Assn.* Karl Messerrly, formerly with the Chicago office of the specialty journals, has been named to a similar post in New York. George E. Miller recently resigned as eastern advertising manager of AMA.

Niles Opens in New York

Fred A. Niles Communications Centers, Chicago, has opened film studios at 108 West End Ave., New York. The New York studios will be under the direction of Howard Henkin, formerly a partner in HFH Productions. Niles also has production facilities in Chicago and on the West Coast.

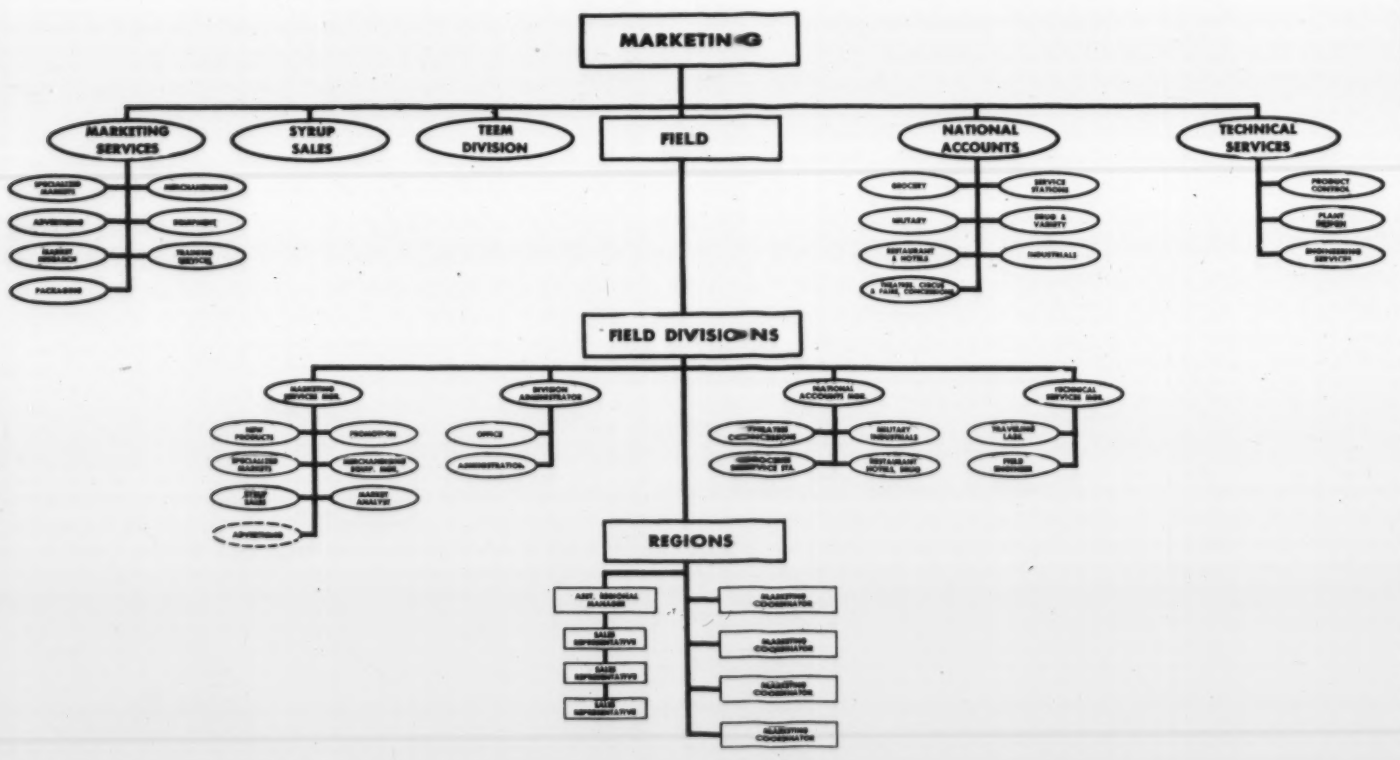
Suburban Agency Opens

Bob Means has opened Suburban Advertising Inc., 21 W. 25th St., Baltimore. Mr. Means was formerly an art director in Baltimore and Washington. Accounts include First Union Savings & Loan and Monumental City Savings & Loan, both Baltimore.

L&N Names Hy Schneider

Hy Schneider, an associate director of merchandising at Lennen & Newell, New York, has been named account executive on the Benrus Watch Co. account.

MARKETING DIVISION • PEPSI-COLA COMPANY



SAG, TV Execs Iron Out Dispute Over Cut-in Fees

NEW YORK, Oct. 4—Differences between the Screen Actors Guild and tv management over talent charges for local commercial cut-ins within network tv shows has been resolved, with concessions made on both sides.

After several weeks of negotiations between representatives of the networks and the radio-tv administration committee of the American Assn. of Advertising Agencies with officials of SAG, it has been agreed that local cut-aways will continue to be classified at the "wild spot" announcement rate, which is the lowest scale. (Wild spots refer to local announcements between network programs.)

The new rule involves all locally-sold commercials which are within the framework of a network show. An example is a spot on a participating network show such as NBC-TV's "Jack Paar Show" or "Today" where an announcer says, "And now we take you to your local station. . ."

■ One exception to this latest ruling refers to network shows telecast between 8 and 11 p.m. (New York time). Cut-ins during this primetime period will be classified at the "local program rate," which provides talent with a higher fee.

But even in primetime, commercials for a network program sold entirely at the local level will be classified at the lower, "wild spot" rate. Also, in a primetime network show where a national advertiser has not ordered certain markets, these markets sold locally will also be subject to the lower talent fee.

As a counter balance, a concession came from the advertisers in the area of billboards. In the past, announcers voicing opening and closing billboards on a multiple-sponsor show were paid one fee which was divided among all the advertisers. Under the new pact, announcers will receive a separate, full fee from each of the sponsors mentioned in the billboards. One sponsor can have as many products mentioned as he wishes without payment of an additional fee.

■ The union-management dispute had arisen when SAG attempted to enforce a section of its 1955 commercial contract which stipulated that the local program rate should apply to all local break-aways during the body of a network show. Prior to that time, the union's lenient attitude had resulted in advertisers paying the lower talent fee.

The trend toward a greater number of network shows carrying local cut-ins, however, led SAG to fight for the higher rate. The guild felt that a local commercial during the text of a network show had the extra pull of the network personality providing the cue-in. #

Keyes Joins 'TV Guide'

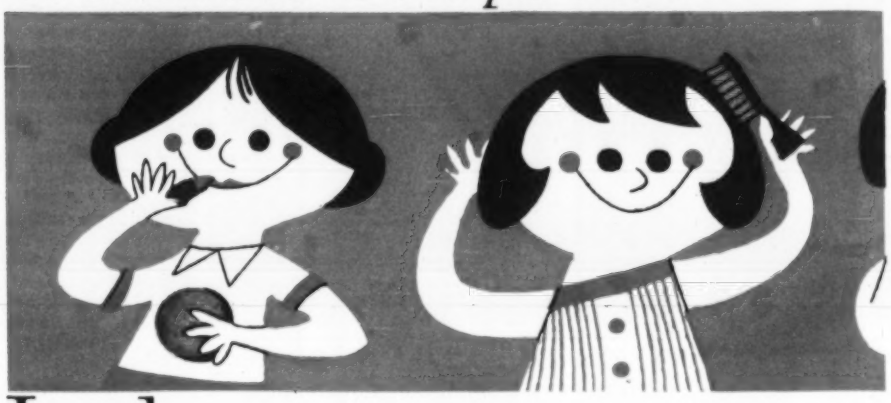
Joseph P. Keyes, previously with the circulation promotion staff of *Look*, where he edited "Lookout" and "International Lookout," has been appointed promotion representative of *TV Guide*, New York. He will supervise the New York, New Jersey and Connecticut areas.

Names Doug Johnson Agency

Crispy Maid Potato Chips, Syracuse, has appointed Doug Johnson Associates to handle advertising for potato chips and related products. Local newspapers, radio and outdoor will be used.

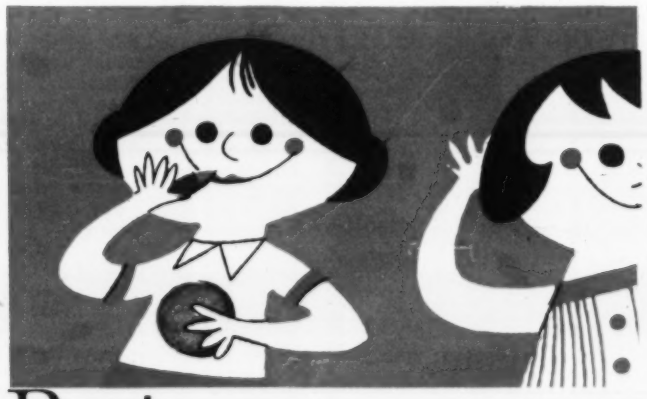
Digest

463 *chances-to-sell per dollar*



Look

225 *chances-to-sell per dollar*



Post

167 *chances-to-sell per dollar*

Life

131 *chances-to-sell per dollar*

...double your chances-to-sell

cosmetics

—or any other health and beauty aid—with every dollar you invest in the Digest

Every time an advertisement is seen, it has a *chance-to-sell*. And nationwide research by Alfred Politz* has measured these *chances-to-sell* to magazine readers who recently bought cosmetics:

In the Digest	20,148,000
In Look	9,892,000
In the Post	7,379,000
In Life	6,183,000

Chances-to-sell to these buyers *per dollar* invested in a 4-color page are illustrated at the left. As you can see, the Digest provides about twice as many *chances-to-sell* as its nearest competitor . . . typical of the advantage you get advertising any type of product in Reader's Digest. Let the Digest's massive selling power work for *your* product! *Source: *Alfred Politz Media Studies*

People have faith in

Reader's Digest

AANR Chapter Elects Cooper

James Cooper, of John Budd Co., has been elected president of the Chicago Chapter of the American Assn. of Newspaper Representatives. Other officers include James H. Morrow, Inland Newspaper Representatives, vp; Eugene McCoy, *New York Mirror*, secretary and assistant treasurer; and Paul V. Elsberry, Scheerer & Co., treasurer.

TRUCK SIGNS

OUR SIGN HOLDERS on your fleet of 10 or more cars or trucks mean you can tell your sales story to thousands more. Write

THE YARDER MFG. CO. 724 Phillips Ave., Toledo 12, O. FREE PHOTO ALBUM

P.O. Queries Postmasters in 2nd Class Probe

Information May Be Basis of Rate Hike Proposals Next Year

WASHINGTON, Oct. 3—A survey which got under way in the Post Office Department this week may provide a basis for new postage rate proposals in a report that will go to Congress next April.

The survey, which is being carried out during the month of October, utilizes data which is in the hands of local postmasters. It is designed to provide the department with information about the characteristics of more than 26,000 publishers who mail under second class and controlled circulation rates—without seeking any special information from the publishers.

Under an order circulated throughout the department this week, postmasters are to provide the postal rates division, bureau of finance, in Washington, with a carbon copy of the Form 3541 computation of second class postage submitted by each publisher for his first October issue. The postmaster is instructed to identify the publication and to indicate whether it receives newspaper treatment, and additional entry.

■ A department official said the study was planned because the department has not obtained adequate statistical information about users of second class rates since 1955.

Existing laws require the department to provide Congress with a report on postal finances by April, 1962, he said, and the statistical study of the users of second class and controlled circulation rates will be used in preparing that report.

The instructions to postmasters ask that publications be identified under one of seven headings, so that separate information can be obtained about the postage paid by (1) publications which are exempt from zone rates; (2) religious, educational or scientific publications mailed at preferential zone rates; (3) daily newspapers; (4) newspapers other than dailies; (5) magazines and periodicals of general interest; (6) agricultural, business, professional scientific, labor, fraternal or veterans publications mailed at regular zone rates; and (7) religious, educational and welfare publications mailed at regular zone rates.

■ Postmasters have been ordered to forward the Form 3541 copies by air mail regularly throughout the month, to expedite processing of the information here. When the tabulations are completed, the official said, the department will have a comprehensive picture of the characteristics of the publishers in terms of the dispersion of second class permits by type of publication, mailing point, weight, and frequency of postage payment at various payment levels, as against average.

"For example," ADVERTISING AGE was told, "we will know how many publishers mail at one-eighth of 1¢ a copy, a fact which tends to get lost when you fall back on averages, and report the average postage for whole groups of second class publications."

The collection of separate information on publications which get newspaper handling and additional entry is expected to provide important additional knowledge for the department's rate experts.

■ An analysis by the department based solely on cost ascertainment statistics reported early last year that 45% of the total second class volume is receiving newspaper treatment. The additional detailed statistics from the new survey may be used to determine whether new restrictions on the "newspaper treatment" privilege can be used, or special assessments charged for publications getting expeditious handling.

Information on additional entry mailings by big publishers is also expected to figure prominently in any new recommendations that are included in next year's report on rates. The department has frequently noted in the past that publications which pay zone rates on advertising portions cover a substantially higher percentage of handling costs than publications which escape the zone rates on advertising.

In the 1960 report, however, the Post Office told Congress: "Although zone rates for advertising will range as high as 14¢ per pound in the most distant zones, compared with 2.5¢ for reading matter, the relative contributions to revenues from these sources are far less divergent than these two rates suggest. In 1959, over 72% of the advertising matter subject to pound rates was delivered within the nearest three zones where the top charge for advertising content is scheduled to rise to only 4¢ per pound in 1961." #

493*

agencies, advertisers and broadcasters are now using

NCS '61

-the only up-to-date industry-accepted source of radio and tv station coverage data for efficient time buying and selling

CALL . . . WIRE . . . OR WRITE TODAY for immediate delivery of the NCS '61 facts you need . . . on any or all stations, radio or tv, in any or all 50 states.

CHICAGO 1, ILLINOIS—360 N. Michigan Ave., FRanklin 2-3810
NEW YORK 22, NEW YORK—575 Lexington Ave., MUrray Hill 8-1020
MENLO PARK, CALIFORNIA—70 Willow Road, DAvenport 1-7700
HOLLYWOOD 28, CALIFORNIA—1680 N. Vine St., HOllywood 6-4391

Nielsen Coverage Service

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

*As of September 1961

Sackheim-Bruck Appoints

Frank Wiener, formerly creative director of Leblang Advertising, has joined Maxwell Sackheim-Franklin Bruck, New York, as senior writer. Also, the agency has been named to handle advertising for the Gulf American Land Corp., developer of Cape Coral in Florida. Newspapers and magazines will be used.

Foltz Joins Webster

Dick Foltz, formerly district manager of the Miami office of Philbin & Coine, has joined Webster Outdoor Advertising Co., Miami.

a giant step forward took place in Boston Last Week!

The *morning* RECORD and *evening* AMERICAN

COMBINED INTO ONE

An All Day Newspaper Which Provides The Largest Circulation in Boston

On October 2, the morning Record–evening American combination became the Daily RECORD AMERICAN–a *single* newspaper serving the Boston community and its trading area throughout the day with fresh, up-to-the-minute news but with the combined editorial features formerly in its separate morning and evening newspapers.

This constructive, forward move clarifies for advertisers, in one giant step, the complicated Boston combination-newspaper situation.

CONSIDER THE GREATER IMPORTANCE OF THIS SINGLE, EXPANDED NEWSPAPER

The Daily RECORD AMERICAN combines into a *single, expanded daily newspaper* the cream of both former newspapers' columnists, features, comics; local, national and international news coverage facilities.

And, as before, the new Daily RECORD AMERICAN will continue to have by far the largest circulation of all Boston newspapers–an estimated 450,000 to 475,000 daily (more than the combined circulation of the A.M. and P.M. Globe; more than the combined circulation of the Herald and Traveler).

What The Lineup of Boston Newspapers Offer Advertisers Today, October 2, 1961

Boston Record American
: Now published as ONE DAILY NEWSPAPER. All editions carry the same editorial features and advertising content formerly carried in the separate morning and evening newspapers–except for late news, sports results, etc.

Morning Globe–Evening Globe
: All editions carry the same features and have a similar format but, are published as *two individual newspapers*. Sold to advertisers at combination rate.

Morning Herald–Evening Traveler
: *Two individually different newspapers*, with different features and news format. Sold to advertisers at combination rate.

Obviously the occurrence of "self-duplication" is minimized in the new Daily RECORD AMERICAN since it is the same newspaper all day, except for late news.

Attractive New Rate And Volume Discount

Newly established advertising rates will reflect *by far the lowest* milline in Boston. And in keeping with the judgment of leading agency media specialists the Daily RECORD AMERICAN will offer an attractive discount scale based on volume alone, regardless of space units or frequency used.

BOSTON

Record American

BOSTON'S LARGEST DAILY NEWSPAPER

Represented Nationally by Hearst Advertising Service Inc.

What's ahead for 150,000 executives-&-investors worth $30,000,000,000?

Here are the facts for corporate leaders and their advertising and public relations aides.

Every 7 days, what is assuredly one of the wealthiest per-capita reading audiences in history, looks to the country's authoritative business and financial weekly—Barron's. Starting this week, this audience gets its Barron's in a brand-new format—bigger in size, with added readability, new make-up, and more information content . . . and speedier delivery, too.

All these improvements are made possible by Barron's moving to a bigger printing plant at Chicopee Falls, Mass.

THE REASON IS GROWTH: Barron's circulation has been growing at such a rate, indications were clear that the former printing facilities in Boston would soon be inadequate. So, effective with the October 2 issue, Barron's moved to the ultra-modern Dow Jones publishing plant at Chicopee Falls, Mass. With these new facilities, it is planned for Barron's to reach its growing readership—even at distant points—earlier in the week. Thus, Barron's continues its policy of trying to serve its subscribers ever better: Faster presses mean faster distribution . . . resulting in faster delivery with the latest information.

THE REASON IS GROWTH: Moving into this new printing facility also makes possible a larger page size . . . affording room for additional information content. Again—more service for readers! And the bigger pages create new advantages for advertisers as well, opening up a wider range of big sizes for powerful impact and display. Barron's advertising linage has kept pace with its circulation growth. It is anticipated that now even more companies will want to use Barron's to spell out their aims and accomplishments and to "display" their products and services before Barron's well-to-do and extensive readership.

For here is the core of the business-and-finance community . . . where corporate identity is clarified and crystalized: the major investors . . . the professional counselors and brokers . . . the blue-chip segment of influential management executives, coast-to-coast. Truly an enormous buying power, averaging $199,325 each in personal net worth . . . totaling $30,000,000,000! Here is where interest in your company is second only to your own!

THE REASON IS GROWTH: This national, one-of-its-kind medium can do an effective job for the growth-minded advertiser who wants a BIG corporate program at modest cost. In Barron's, with its fat-free corporate-minded circulation, even small budgets can buy dominant spaces and high frequency. Thirteen full pages are yours for only $24,050. And imagine a dramatic full page every other week for a whole year for only $45,500. And without an additional cent, you'll be reaching a market that not only is investment-oriented, but well able to afford the very best in business and personal products and services!

GROW WITH BARRON'S—for years the leading national business and financial weekly . . . and now bigger than ever!

BARRON'S

To move the minds that mind the money

NEW YORK 50 Broadway · CHICAGO 711 W. Monroe St. · CHICOPEE FALLS, MASS. 200 Burnett Rd.

LOS ANGELES 2999 W. 6th St. · CLEVELAND 1325 Lakeside Ave. · PHILADELPHIA 1528 Walnut St.

BARRON'S

35 CENTS

National Business and Financial Weekly

OCTOBER 2, 1961

Consumer at a Discount

His Critics Underestimate His Wisdom and His Power

SOMEBODY once described the American consumer, that "clean, quiet, virtuous, domestic citizen who pays his debts and his

genuine needs but also at filling them efficiently and cheaply. What Madison Avenue found out long ago, the consumer's critics sooner or

ficulty spending wisely. Its main defect, however, is that it wholly fails to grasp the realities which lurk behind official figures. In the matter of personal income, for example,

observer. Indeed, in view of the stresses and strains to which he has been exposed of late, the consumer has performed exceptionally well. During the winter, it is worth recal-

FOR READERS

BIGGER PAGE SIZE

MORE EXCLUSIVE INFORMATION CONTENT

FOR ADVERTISERS

RECORD HIGH CIRCULATION

MORE ADVERTISING VALUE!

taxes and is never heard of outside his little circle," as the nation's forgotten man. Over the past year or so, however, among bureaucrats, sociologists and other assorted eggheads, he has come to be an object of intense and unwonted concern. Last fall one author who sells better than he writes created quite a stir by exposing the "waste makers," those evil-doers in commerce and industry who, by means of planned obsolescence, hidden persuaders and other sordid tricks, were bilking the customers. Soon afterward, during a political campaign in which the quick retort and snappy phrase ran far ahead of the simple truth, the voters heard many a fervent denunciation of "private affluence and public squalor." The consumer, so the U.S. was led to believe, was a hapless victim, a heedless spendthrift, or both.

* * *

Lately his behavior again has been wrinkling brows in high places. What troubles the authorities today, however, in striking contrast to last year, is not the propensity of people to spend their money, foolishly or otherwise, but their apparent reluctance to part with it at all. Because consumers "have been hanging on to more of their dollars," said Secretary of Commerce Luther Hodges dolefully the other day, retail trade has been lagging and the whole business recovery stands in jeopardy. "We cannot have mass production or mass employment," he went on, "unless we first have mass stimulation of our latent wants."

The sudden solicitude for the well-being of the once-despised private sector comes as a welcome, if ironic, change. Like its precursor, however, the new attitude in Washington reveals a deepseated lack of understanding of the ways of the family unit and the facts of the case. On the latter count, there is reason to suspect that retail sales have been running higher than the official figures, the defects of which are many, might indicate. Hence the lag which now looms as so alarming may be more illusory than real. No less unreal is the widespread myth that consumers are a witless lot who can be readily manipulated, or "stimulated," into doing whatever the sponsor or the government happens to urge. The truth is that despite all lapses of judgment and taste, the American public is remarkably adept not only at discerning its

later are bound to learn.

* * *

At the moment, they and a number of others have been jolted by what seems to be a stubborn refusal of the populace to loosen its purse-strings. Despite the onset of vigorous business recovery, and a sharp rise in personal incomes, retail trade persistently has lagged behind the levels of a year ago. In the first seven months of 1961, total retail sales ran something like 2% behind; even in July alone, when many other economic indicators were hitting new highs, the gap failed to close. Hence the concern of Secretary Hodges, and his recent exhortation to the "mass of American consumers." Said the Secretary earnestly: "If we could convince people right now to spend at retail one percentage point more of their disposable income, we could raise sales more than $3.5 billion on an annual basis." Of course, he quickly added, the money should not be squandered but spent to satisfy legitimate, pent-up demands.

On a purely statistical basis the Hodges approach is open to question—1% of personal income happens to work out to roughly twenty cents per household per day, a sum which many people might have dif-

much of the recent bulge resulted from a spurt in Federal benefits to the unemployed and aged, as well as from a one-shot extra dividend to holders of GI life insurance. Such payments surely are apt to have less impact on the spending stream than rising earnings. Monthly data on retail trade, moreover, fail to tally the huge sums paid out for many services, including education, medical care and the like. These count only in the quarterly estimates of personal consumption expenditures, which, by the way, compared favorably with those of a year ago.

* * *

Finally, no matter how they are compiled, Government statistics invariably fail to reflect what is really going on in the marketplace. Thus the amazing consumer acceptance of the compact car, which now accounts for about 40% of Detroit's production, shows up in the figures not as a triumph of transportation economy but as a drop in sales. The sweeping price cuts featured this year by most retailers, notably the mail order houses, simply are ignored.

Adjusted for such common sense considerations, the figures ought to reassure, not frighten, the careful

ling, he was told by high authority that the country faced the worst economic crisis since the Great Depression. While this dismal forecast swiftly went away, unemployment has remained discomfortingly high. Since spring, moreover, mounting global tensions have disrupted a growing number of households and jarred the nation's confidence in the future. In the circumstances, the American people have behaved in admirable fashion, rushing neither to hide gold in their mattresses nor (unlike their counterparts behind the Iron Curtain), to hoard food. Instead, they have continued to save and spend in a typically knowledgeable, hardheaded way.

To skeptics on this score—and they abound, both in and outside of Government—one need only point to the current retail scene. Not since the advent of the department store a century ago has there been such a profound upheaval in traditional merchandising methods. Starting from scratch a few years ago, the discount house has burgeoned to the point where it has become the darling of Wall Street and Main Street alike. Since January a score of discounters and their natural allies, the leased department operators, successfully have raised large amounts of capital for expansion. Just last week, in what almost seemed like a fitting symbol of the times, F. W. Woolworth Co. announced that it will open its first discount store next spring, while another old-line merchant, Montgomery Ward, offered a very handsome price for a fast-growing discount chain. For years the public has been demonstrating, quietly but effectively, that it wants more for its shopping dollar. Those who heeded the message have prospered mightily, while those who sought to ignore it are falling by the wayside.

* * *

Bureaucrats and best-selling authors to the contrary notwithstanding, the buying public, far from being the victim of ruthless manipulation, is actually the one that pulls the strings. Or, to hark back to an old saying which has lost none of its point, in the U.S. the consumer is king. While his reign has been challenged time and again, often with a temporary measure of success, in the end he has tended to prevail. Let those who would challenge him now think twice.

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PHOTOGRAPHIC REVIEW

Knight Cobb Bonin Manship Willing Bordelon
Linam Screen Chauvin

BROADCASTERS' BRASS—*Recently elected board and officers of the Louisiana Assn. of Broadcasters are: John Screen, WDSU, New Orleans, president; Winston Linam, KSLA-TV, Shreveport, vice-president; Si Willing, KMAR, Winnsboro, treasurer; John Chauvin, WFPR, Hammond; John Knight, WIKC, Bogalusa; Willard Cobb, KSLA-TV, Alexandria; Don Bonin, KANE, New Iberia; Douglas Manship, WBRZ-TV, Baton Rouge; and Willie Bordelon, KAPB, Marksville.*

NNPA GIVES $2,000—*Irvin S. Taubkin (right), of the pr committee of the National Newspaper Promotion Assn., and promotion director of the New York Times, gives a $2,000 check to Stanford Smith, general manager of American Newspaper Publishers Assn. Contribution is for ANPA's Newspaper Information Service. NNPA is the first newspaper group to help the service financially.*

Meynell Pechin Bartle

WORKSHOP BREAK—*Extracurricular discussion at ANA workshop included Gerry Meynell, American Cyanamid; Edward Pechin, Du Pont; and Frank Bartle of Johnson & Johnson's Permacel division.*

DANCING DOLLS—*Stone Container Corp. produced this paperboard and metal package for Whitman Publishing Co.'s Little Ballerina cut-out doll kit. The package can double as a tote-bag.*

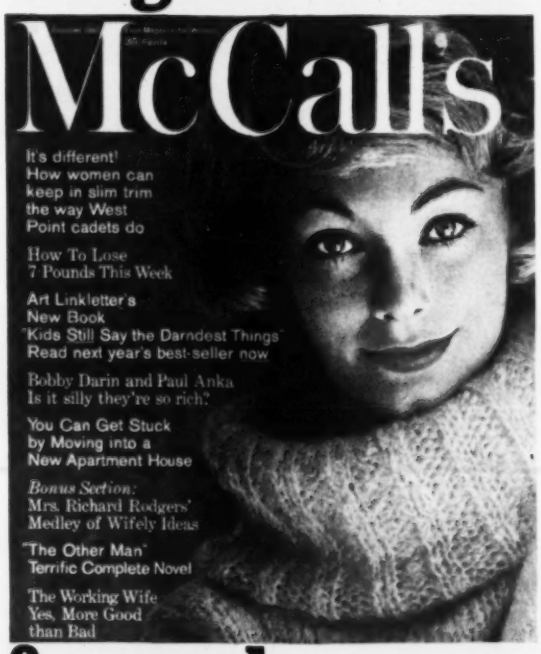
CANDY A LA CART—*Mars Inc., Chicago candy maker, is offering this commercial as an industry-wide promotion timed for the National Confectioners Assn.'s Halloween promotion. The spot will be seen on the Mars-sponsored hour-long musical, "Feathertop," on ABC-TV Oct. 19. Needham, Louis & Brorby is the agency.*

Dingfelder Curry Grathwohl Mennen Drew

Young Friedman O'Hagen McGuigan Sluka

ANA WORKSHOPPERS—*New products workshop sponsored by Assn. of National Advertisers in New York (AA, Oct. 2) attracted Dick Dingfelder, Scott Paper Co.; Oscar Curry, Campbell Soup Co.; Bill Grathwohl, Noxzema Chemical Co.; Bill Mennen, Mennen Co.; Wallace Drew, Coty Inc.; Norman Young, Heublein; Frances Friedman, Chesebrough-Pond's; Mimi O'Hagen, Schweppes (U.S.A.); B. Felix McGuigan, Sterling Drug's Glenbrook division; and F. J. Sluka of Q-Tips.*

top one
best one
biggest one
most selling one
exciting one
dynamic one
gorgeous one
beautiful one
readable one
growing one
brilliant one
inspiring one
brightest one



& number one
in circulation
in advertising
first magazine for women

Rand Names Craig VP

Frank Craig, national sales manager of WINZ, Miami, has been appointed a vp of Rand Broadcasting Co. In addition to his sales work on the national level for WINZ, Mr. Craig's duties will include future corporate planning of Rand.

Reese Joins Shure

Gerald H. Reese has joined Shure Brothers, Evanston, Ill., as coordinator of sales promotion and advertising, a new post. Mr. Reese was formerly sales promotion and public relations manager of Crush International, Evanston.

THE MOST INFLUENTIAL ENDORSEMENT

TESTED AND APPROVED CONSUMERS INSTITUTE

29 H Street NW Wash. 1, DC

New Ronson Varaflame lights 150 packs of cigarettes without refueling!

SUITABLE COMPANY—*Ronson's Varaflame lighter and an assortment of cigaret packs share this color page in December issues of Look and Reader's Digest. Doyle Dane Bernbach is the agency.*

Colgate Promotes Two

Albert H. Endler, formerly manager of Kay Daumit (Lustre-Creme) sales in Colgate-Palmolive Co.'s toilet articles division, has been named vp and general manager of Reefer-Galler Inc., a new post. Colgate recently acquired Reefer-Galler, manufacturer of moth-control and allied products. Succeeding him as Lustre-Creme sales manager will be Joseph J. Hirschberg, district manager of the Jersey City toilet articles sales district.

Winchester to Distribute Catalog with November 'Guns'

Winchester-Western, firearms division of Olin Mathieson Chemical Corp., New York, will distribute its 40-page catalog of sporting arms and ammunition with the November issue of *Guns Magazine*, Skokie, Ill. The catalog and magazine will be held together with a wrap-around banner.

MINKY SPECTRUM—*This color page in the October Glamour opens a six-month series in the magazine, promoting Emba mink jackets and stoles in 12 mutation mink colors to the younger customer. Participating stores will be listed in a facing column. Albert Woodley Co. is the agency for the Mutation Mink Breeders Assn., Racine.*

Agency Folk Dislike Tardy Media Selling, 4 A's Council Finds

MINNEAPOLIS, Oct. 3—It depends on what side of the fence you're on: Media buyers in agencies think that space and time salesmen do their selling too early or too late to influence media scheduling. But media salesmen say that the agency buyer puts them off until it is too late to enter competition for the sale.

These beliefs were disclosed today in a study issued by the Twin City Council of the American Assn. of Advertising Agencies. Based on a survey of 170 media representatives and 30 advertising agencies conducting business in Minneapolis and St. Paul, the study was aimed at determining how the buying-selling function can be improved.

Pleasantness was the outstanding characteristic of media reps in the minds of agency respondents. The agency men, however, disliked "too independent" salesmen and those who "just try to sell." The salesmen, on their part, said they best liked buyers with knowledge and authority and disliked "lack of knowledge" and people "difficult to see" and those who are "biased."

■ Agency men ranked business papers in first place as the kind of media having representatives who "do the best job." Then came representatives of consumer magazines, television, radio, newspapers, outdoor and direct mail, in that order. #

Callahan Re-elected

William J. Callahan Jr., of Sullivan, Stauffer, Colwell & Bayles, has been re-elected president of the Marketing Research Trade Assn., New York. Other officers are: Frances Reitmeyer, Pepsi-Cola Co., vp; Beatrice Gorbaty, Survey Service, corresponding secretary; Isobelle Rhodes, Opinion Research Corp., recording secretary; and Frances Kienker, General Foods Corp., treasurer.

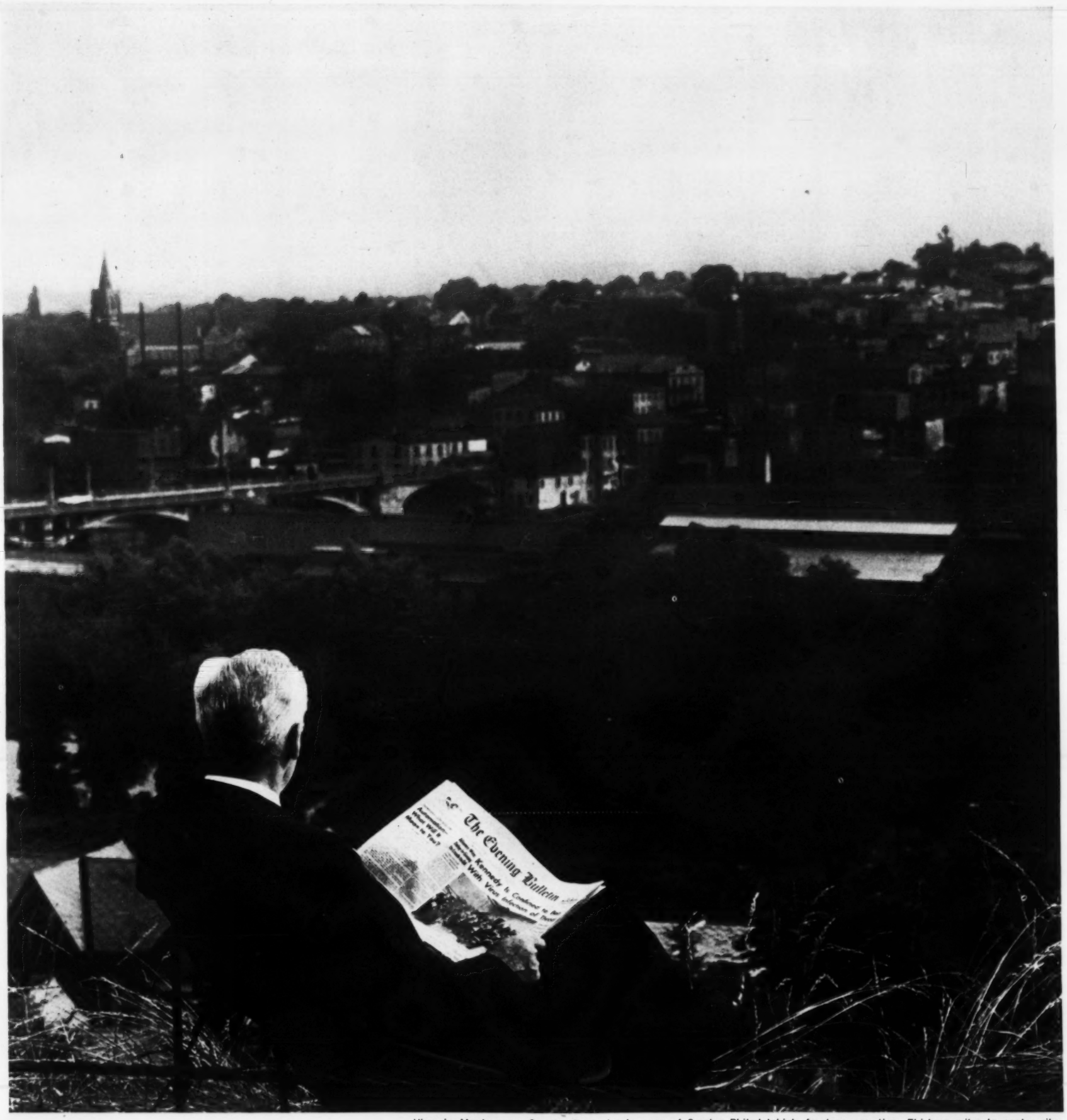
POA Switches Lieber to S.F.

Perry Lieber Jr., formerly account executive in the Los Angeles office of Pacific Outdoor Advertising Co., has been transferred to San Francisco as an account exec and assistant to the manager.

Krate-Basch Joins League

Krate-Basch Associates has joined the League of Advertising Agencies, New York.

BANNED
IN "BIG D"
SMUT
TIMELY! INFORMATIVE PUBLIC SERVICE! WFAA's "Open Mike" tears right into the heart of controversial issues, the latest being widespread publicity and the subsequent law-ban of a popular novel. With the police chief, a minister, a psychiatrist and a librarian forming the discussion panel, WFAA Program Director Pierce Allman put printed "smut" on the firing line. The result was a better informed public and kudos from listeners everywhere. People around "Big D" like to be informed. That's why they turn to WFAA-820. A call to your PETERYMAN now can establish your client's message in WFAA's always interesting, timely, adult appeal programming.
WFAA—820
RADIO NBC DALLAS
AT "Communications Center." DALLAS
WFAA • AM • FM • TV—THE DALLAS MORNING NEWS



View in Montgomery County, Pennsylvania—one of Greater Philadelphia's fourteen counties. Thirteen miles to center city. Here, along the Schuylkill, Alan Wood Steel Company and Lee Tires, and many others, have contributed to the county's 46% population growth since 1950. The Bulletin is No. 1 in circulation in Montgomery County, No. 1 for the entire fourteen-county area.

How big is this Philadelphia where nearly everybody reads The Bulletin?

Greater Philadelphia is the only way to describe Philadelphia today—a land mass of 5909 square miles.

Just to drive across it, you'll need a tankful of gas and time on your hands.

Yet to reach its ballooning and dispersing population—tap its buying energy—you'll need exactly the same newspaper you've always needed.

The Evening Bulletin (total circulation 720,794*) is pre-eminent, as always, in all ABC areas, from the farthermost suburbs to the very hub of the city.

Let us describe The Bulletin's relationship to Greater Philadelphia in detail, beginning with the outermost area and working our way inward.

First come the famous fourteen counties—the suburbs near and far plus the city proper—listed by ABC as the City and Retail Trading Zone; this is Greater Philadelphia. 1,548,229 households reside here. The Bulletin is No. 1 in this all-important area with a circulation of 704,797*.

Next is the eight-county area—Philadelphia County and seven adjacent suburban counties; this is called Metropolitan Philadelphia. There are 1,266,429 households in this area, and The Bulletin is No. 1 with its circulation of 649,460†.

Lastly we have the "eye" of Philadelphia, defined by ABC as the City Zone. The population is 693,158 households and The Bulletin again is No. 1 with a circulation here of 445,521*.

The geography of Philadelphia, the face of its map, is changing. There is a vast influx and shifting of population—hustle and activity at every turn.

In newspaper reading habits the inhabitants are flatteringly loyal. The Bulletin continues to be No. 1 newspaper and buying guide in all ABC categories.

Today, as for fifty-six years—

In Philadelphia nearly everybody reads The Bulletin.

*ABC 6-mo., ending 3/31/61 †ABC 12-mo., ending 9/30/60

Member Million Market Newspapers, Inc. / Member Metropolitan Sunday Newspapers, Inc.

Dreier Retires After 40 Years With 'Chicago Trib'

CHICAGO, Oct. 4—After a 40-year career in newspaper advertising—during which he saw newspapers pioneer many advertising techniques and grow in influence, then run head-on into the glamor and power of tv—Alvin W. Dreier confidently predicts: "Newspapers are on the threshold of a great new era."

Mr. Dreier, one of the youngest 60-year-olds in the advertising business, will retire Jan. 1 as general display advertising manager of the *Chicago Tribune*.

Why stop now? "I'd rather run out than rust out," he replied.

He has an intense loyalty to the *Tribune*, however, and will probably be available as a consultant when Robert C. Tower takes over his post (AA, Oct. 2).

■ While "trying not to sound like the Bureau of Advertising," Mr. Dreier listed several reasons why he thinks newspaper advertising will soon enter a "great new era": New selling techniques and new copy approaches will be developed; color, with its greater impact, will be used more; and advertisers will become disenchanted with the high cost of tv.

"Can you imagine the r.o.p. color campaign an advertiser could get for what he spends on one tv show?" he asked.

Mr. Dreier, born in Chicago in 1901, joined the *Tribune's* classified ad department in 1921 with several years' experience in sales already behind him. "In fact, I left a $60-a-week job to come to the *Tribune* for $16 a week. It took me four years to get back to my old salary."

From selling window displays and other advertising devices in those early years, Mr. Dreier came to realize the importance of advertising, and decided to enter the agency business.

■ "But there was a recession in 1921, and none of the agencies could hire me. Bill Rankin (Wm. H. Rankin Co.) advised me to go to the *Tribune* and get some experience first."

Among his co-workers during his days in the *Trib's* classified department were Chesser M. Campbell, late publisher of the *Tribune*, and C. E. McKittrick, now assistant to the publisher.

Mr. Dreier was promoted to the retail display advertising department in 1923. In 1926, he was transferred to the advertising research and merchandising division, and two years later he joined the general display advertising department. He became manager of the department's western division in 1947, and was named general display advertising manager in June, 1955.

Alvin Dreier

"When I joined the *Tribune*, it was already known as a major force in advertising," Mr. Dreier said. "The *Tribune* pioneered in a creative program to teach advertisers how to merchandise their ads to obtain important new distribution.

■ "We were trying to get a greater hunk of the ad dollar away from magazines, of course, but more importantly we were creating new business," Mr. Dreier recalled.

"We had to sell newspaper advertising first, and the Chicago market second, before we could sell the *Tribune*."

Today, he noted, newspapers must sell against the huge audiences of tv. "The qualitative aspects were diminished as the arithmetic formula came in—cost per delivered message. This washes out all the things we sell—the force and vitality of the newspaper.

"But I think the tide is beginning to turn," he added. "The advertiser is looking for a greater economy for his dollar."

Mr. Dreier, who expects to devote much of his leisure time to travel, horticulture, music and literature when he retires, said it is difficult to pass on any "rules" that newcomers might follow to success in newspaper advertising.

"It's hard to set down a lot of rules," he said. "We have always been as flexible in our approach as the medium we sell." #

Kidde Names Basford

Walter Kidde & Co., Belleville, N.J., manufacturer of fire detecting and extinguisher equipment, has named G. M. Basford Inc., New York, to handle advertising and public relations. Cunningham & Walsh was the former agency.

Hadley Joins Noyes

William T. Hadley, formerly in charge of publication advertising of the Foxboro Co., Foxboro, Mass., has joined Noyes & Co., Providence, as public relations division manager. He will also serve as an agency account executive.

Ads for Gelten, New German Cigaret, Tell Life, Tempo of Berlin

FRANKFURT, Oct. 4—Just as if there weren't already enough cigaret brands in western Germany, Haus Neuerburg has decided to add another.

This week the 257th brand, called Gelten and made with a "Berlin blend," was introduced through Young & Rubicam. It is a new tobacco mixture made by the Neuerburg specialists in Berlin. The red package, containing 12 cigarets, sells for 25¢. Gelten was designed by Y&R and features the words "Berlin blend" and a tiny figure of the symbol of the city, the famed Berlin bear.

"Das Ist Berlin" (That Is Berlin) is the theme, and the campaign stresses the tempo, activity, and life that set this colorful international city apart from the rest of the world. Sketches showing typical Berlin scenes are utilized in the half-page newspaper ads and in television spot advertising.

■ While Y&R would not release figures on the exact budget, the introductory campaign is bringing the cigaret out in two special test markets—in the city of Berlin itself, and in the state of Hesse, of which Frankfurt is the chief city. So the agency is utilizing all the Berlin newspapers and the local Frankfurt papers.

In these two markets, incidentally, live 14½% of the entire population of West Germany.

For the half-page newspaper ads, Y&R is using the hi-fi color process that it recently introduced in Germany.

The Gelten account brings to three the number of Haus Neuerburg products advertised through Y&R. The agency also introduced the new Reyno mentholated brand that Haus Neuerburg first brought on the German market in March this year; the agency has had the company's Overstoltz cigaret advertising since the beginning of 1961. #

'Newsweek International' Adds New Page

Newsweek International has added a page called "International Business Bulletin Board" to its Pacific and European editions. It will allow a company "to get into print with their news" that is "not covered by the international press." The two-color duotone bleed unit will position the "International Business" standing head atop a cork background that suggests a bulletin board. An advertiser's message will be "clipped" or "thumbtacked" on the cork. One advertiser at a time may use the page. The two-color page rate is $940 for the European edition, and $650 for the Pacific edition.

TABAKGESCHMACK—*Half-page drawings like these are appearing in Berlin and Frankfurt newspapers to introduce Gelten, western Germany's 257th cigaret brand.*

'Show Business Illustrated' Names Fall, Coleman

HMH Publishing Co., Chicago, publisher of *Playboy* and *Show Business Illustrated*, has established the advertising department of *Show Business Illustrated* as a separate selling organization, under the direction of Joseph W. Fall Jr. Mr. Fall, formerly midwestern advertising manager of *Show Business Illustrated* and *Playboy*, will continue to act as midwestern ad manager of *SBI*. A midwestern ad manager of *Playboy* will be named at a future date.

At the same time, Joseph K. Coleman, formerly eastern ad manager, has been appointed advertising manager of *Show Business Illustrated*. Mr. Coleman will continue to act as eastern ad manager.

Beiswinger Joins Myrbeck

William G. Beiswinger, formerly corporate advertising manager of the Laboratory for Electronics, Boston, has joined S. Gunnar Myrbeck & Co., Quincy, Mass., as a technical account executive.

Air France Names Hancock Head of New Ad Group

John Hancock, formerly an account executive on airline business at Young & Rubicam, has been named marketing services manager for North America by Air France, a new post.

Air France said it has streamlined marketing by merging market research, advertising and merchandising into one group. Mr. Hancock will "integrate and direct each section into a strong, unified marketing program."

'Practical Gardener' Sets New Name, Format

House Beautiful's Practical Gardener, an annual, will change its name and format effective with the next issue, to be published Jan. 18, 1962. It will be called *House Beautiful's Gardening & Outdoor Living*, and extend editorial coverage to outdoor cooking, furniture, swimming pools and other recreational equipment. Cover price will remain at $1.25 and no advertising rate changes are planned.

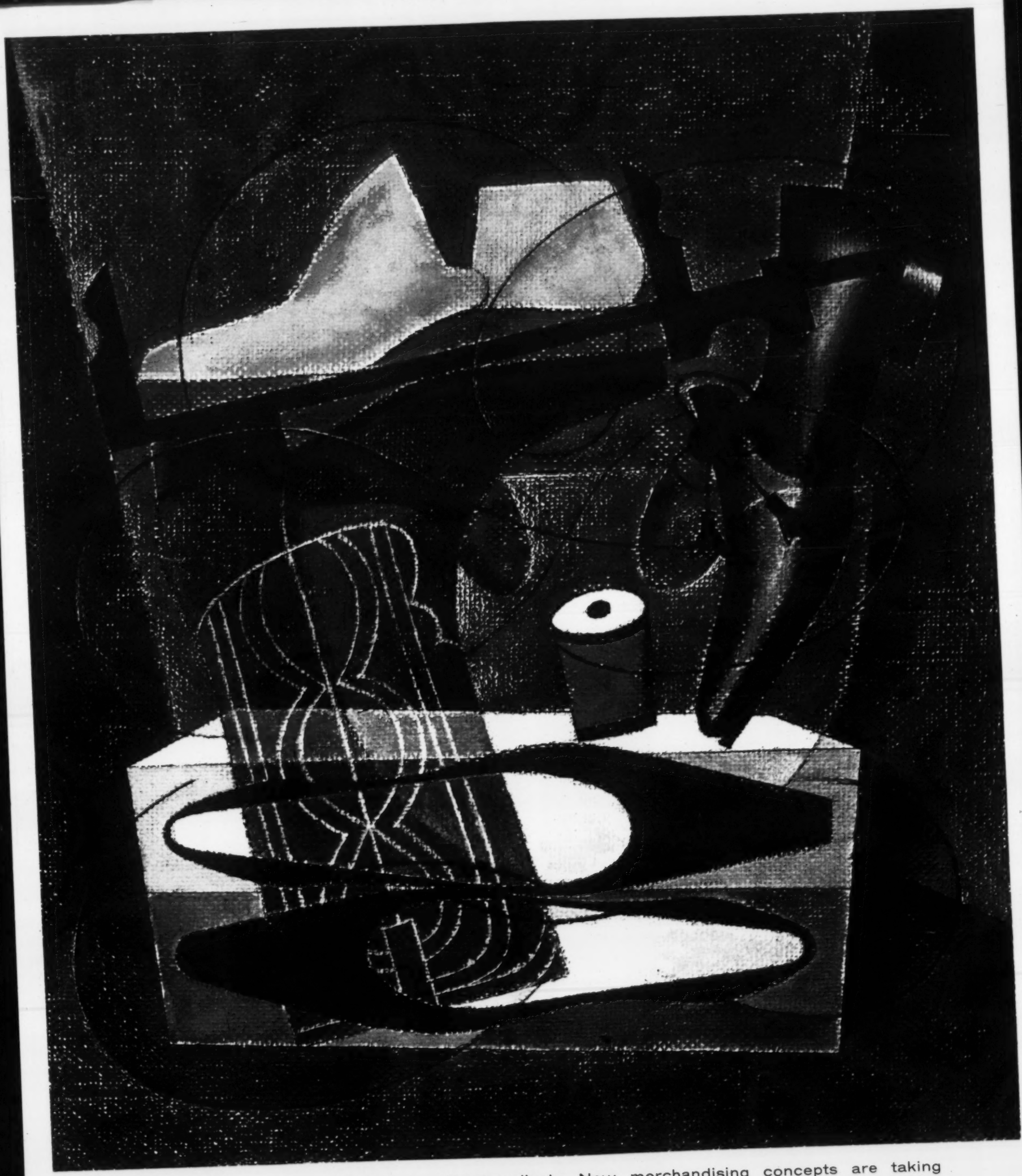
Monthly Makes Debut

Marina Management, a new monthly covering waterfront service and retail sales activities, has been started by Marina Management Associates, 43 West Front St., Red Bank, N.J., an affiliate of the Post Exchange Publishing Corp., F. Scott Wilder is publisher, and James E. Brooks is advertising manager. Mr. Brooks said rates were based on $300 per b&w page and $525 for a four-color page. The monthly has a controlled circulation of about 5,000. Advertising office is at 141 E. 44th St., New York.

McCarthy Succeeds Endsley

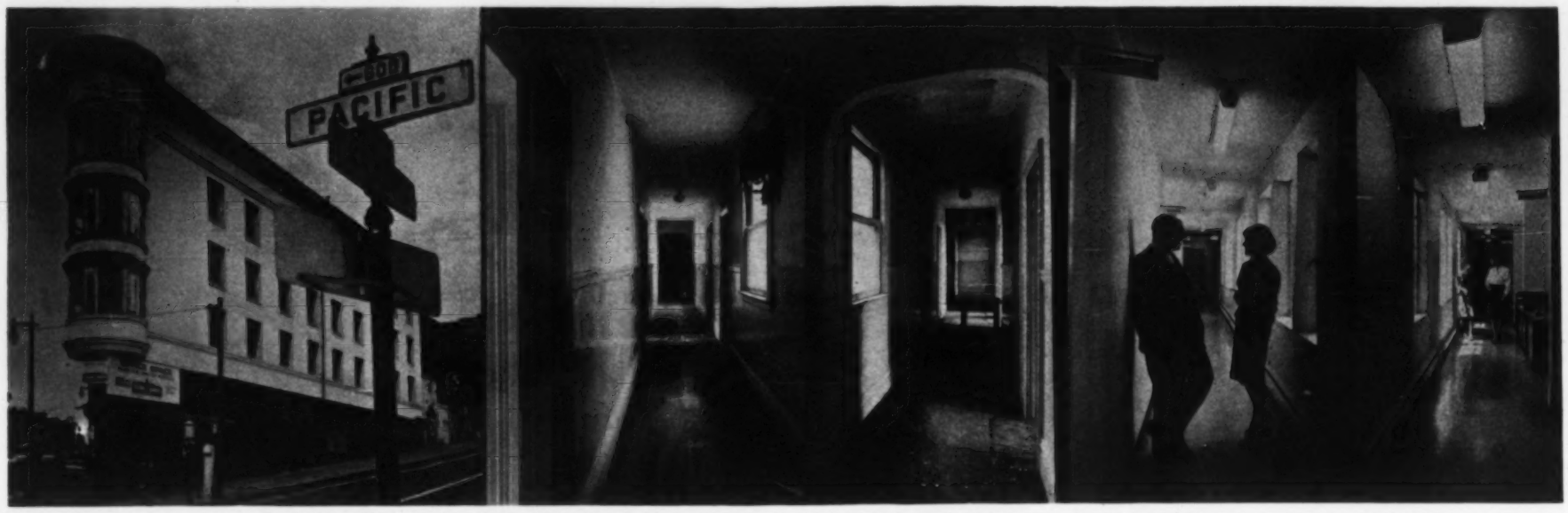
Jerry McCarthy, formerly with Yardley of London, has joined the New York sales staff of the Army Times Publishing Co. He succeeds Lt. Col. Robert W. Endsley, who has retired.

"There's a great new era ahead . . ." *"We were creating new business . . ."* *"It's hard to set down rules . . ."* *"I'd rather run out than rust out . . ."*



The $4 billion shoe industry is stepping lively. New merchandising concepts are taking over. Record production is forecast for the year ahead. Packaging is coming alive. Goal: A billion pairs a year by 1970. **BOOT AND SHOE RECORDER,** one of 20 Chilton business magazines, is pacing this growth with an exciting new merchandising slant to its editorial format.

CHILTON COMPANY, Chestnut & 56th Sts., Philadelphia 39, Pa.

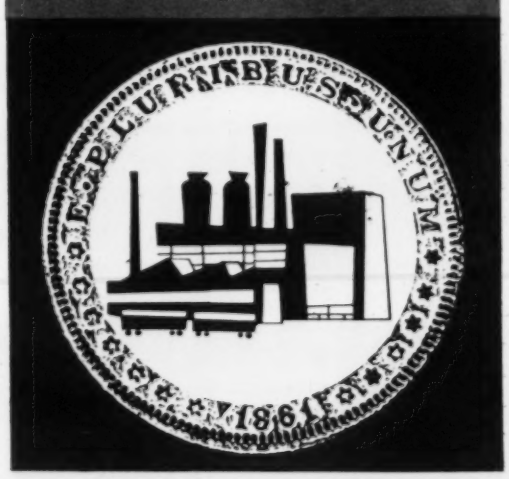


BEFORE & AFTER—*The once seedy Galileo Hotel in San Francisco's North Beach section (left and center) is now (right) the home of Guild, Bascom & Bonfigli. A bay at the flatiron building's tip is now David Bascom's one-passenger office with a turntable which spins him around.*

2 Kinds of Advertising Dollars

CONSUMER

and



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SELLING AND ADVERTISING TO BUSINESS AND INDUSTRY

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS • DElaware 7-5200

Bryan Houston Rips the Hocus-Pocus in Foreign Marketing

NEW YORK, Oct. 3—Agency president Bryan Houston thinks there isn't much difference between domestic and international marketing and wonders if life isn't unnecessarily complicated for international advertisers because there's too much hocus-pocus about foreign marketing.

The president of Fletcher Richards, Calkins & Holden told a luncheon meeting of the International Advertising Assn.—an audience filled with people who consider themselves "experts" and "specialists" in the art of export advertising—that "we have been somehow sold the idea that each overseas market is so vastly different from the domestic market that American methods just don't apply.

"As a consequence, many American companies which have been eminently successful in their U.S. program, are operating at 50% efficiency abroad because they failed to apply the tried and proven techniques they know will work, on the notion that the man from Stockholm doesn't have the same basic drives, interests and aspirations as the man from Minneapolis."

■ Mr. Houston acknowledged that there are certainly areas where American marketing methods cannot be applied, "but I am convinced that we make more of a problem out of it than the situation warrants. While we are exhorted not to use our techniques abroad, the most successful marketers in the very countries that are reputed to be so unique are using these same American methods themselves."

Mr. Houston said another error in judgment was thinking of foreign markets as some place to send surplus products in the hope that they can be found useful overseas. What is needed is determining the needs of an overseas market and then satisfying those needs either by shipping to, or manufacturing in, the market.

Mr. Houston offered five guideposts for the international marketer—which could easily apply to any marketer:

1. Develop a positive attitude.
2. Get to know your markets.
3. Insure that your products are of the highest quality.
4. Keep prices competitive.
5. Use the best marketing tools available—the ones that built your business at home. #

Are You A Perceptive Adman?

Among The Consumer Magazines

Used By Stokely-Van Camp Are . . .

Reader's Digest

LADIES' HOME JOURNAL

McCALL'S

True Story

Sunset

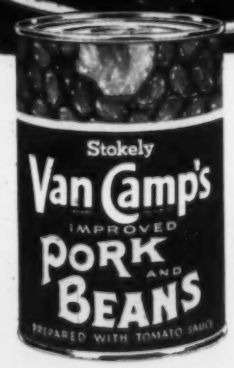
Family Circle

and ?

TURN PAGE AND SEE HOW PERCEPTIVE YOU ARE . . .

Van Camp's pork and beans

Everything's ready for a landing party . . . with Van Camp's Pork and Beans, of course! Protein-rich beans, pre-cooked in a Secret Savory Sauce made with special spices and luscious, plump tomatoes. Just heat, eat and enjoy, and you'll see why sailors—and landlubbers too—have made Van Camp's America's best selling beans.



Outsell the rest 'cause they taste the best!

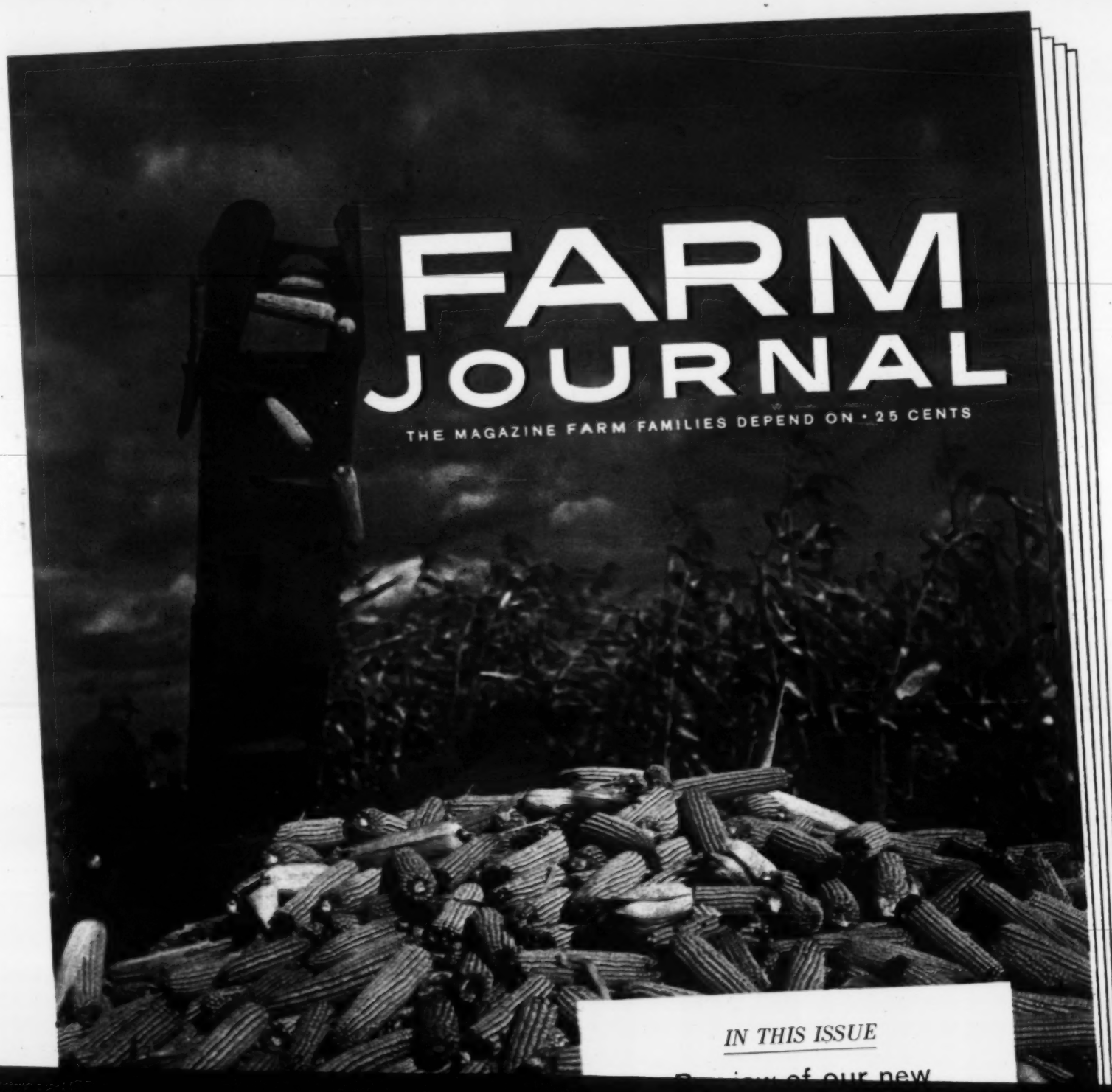
serve the finest...products from Stokely-Van Camp!

Have you tried Beanee Weenees?

Plenty of juicy, bite-size, sliced Wieners. Van Camp's famous, tender Beans. Spicy, special Secret Savory Sauce. They all add up to BEANEE WEENEES, a delicious, nutritious meal!

STOKELY 100th Anniversary VAN CAMP

PERCEPTIVE **STOKELY-VAN CAMP** ADMEN CHOOSE . . .



because FARM JOURNAL'S 3 million families serve over 30 million more meals at home per week!

Down on the farm things are really cooking. FARM JOURNAL's 3 million families serve over 30 million more meals per week than the same number of urban families. That's why STOKELY-VAN CAMP and other big food advertisers buy FARM JOURNAL. They know their advertising in FARM JOURNAL helps move products off shelves and onto farm tables. And FARM JOURNAL can help move your product too. It's the biggest, most influential magazine in the country.

PERCEPTIVE admen
pick RECEPTIVE audiences

FARM
JOURNAL

Clients, Agencies Blamed for 'Shallow, Slipshod' Research

NEW YORK, Oct. 3—Much of today's advertising "research" is nothing more than "a stew of half-truths, slipshod investigations and shallow analyses seasoned with the powerful desire to 'promote' some end, to achieve a pre-determined and selfish goal."

This charge was made by Paul Keller, vp and research director of Reach, McClinton & Co., at a meeting of the American Marketing Assn. He distributed the blame equally among media, advertisers and agencies, explaining that "the researcher is not nearly as much at fault for the great volume of poor research as is the requester of research."

Mr. Keller maintained that all the average advertising executive wants "is an end-result, a set of figures to use in his decision-making process, without the need to worry about how the statistics were obtained."

■ Mr. Keller recalled a sumptuous presentation staged by a medium to announce "important new research." After rubbing elbows with 600 "top-drawer" agency and advertiser personnel and sampling elaborate spreads of food and liquor, Mr. Keller discovered that the "research" was so "trite, shallow and meaningless that I could hardly believe that anyone would waste even a one-page memo on its presentation."

Mr. Keller admitted that when the pressure's off, media research can rise to "lofty heights." But, he added, "most sellers of space and time are so obsessed by their desire to be first somehow—even if it is in reaching left-handed thumb-suckers between five and six years of age in Montana—that they will do anything by way of research to 'prove' it."

He said the advertiser finally rejects all contradictory material, and, in addition, "feels that research is nothing more than a cheap prostitute in a house of promotion."

■ Mr. Keller said the need for promotional research would disappear "if the media salesmen were real salesmen rather than order-takers using canned pitches with plenty of big numbers." He also singled out for blame the guy in charge of research at the medium, contending that many media employ a sales promotion man to rubber-stamp projects initiated by management.

Agencies also must take some of the rap for poor research, Mr. Keller said. Often, clients put the heat on the agency to come up with "facts" in an unreasonable period of time. This leads to the "undue reliance" of the account man on "cheap and quick research" to convince the client that the agency is servicing the account.

Other "useless, shallow and ill-conceived" research results from agency "make-work projects," put together to make an idle research staff look busy. "Yet, these types of efforts are released to clients because they look impressive," Mr. Keller complained.

For their part, advertisers often are unwilling to spend enough money for high-grade research or try to pressure their agencies into conducting projects clearly in the advertisers' domain.

The basic problem, Mr. Keller said, is that the average advertiser either considers research "non-scientific" or doesn't understand it, and therefore pays it only lip-service.

Mr. Keller suggested a six-part solution: (1) The decision-making advertising executive must be taught to evaluate research properly; (2) agency media men must be more forceful in questioning research; (3) interest must be instilled in a greater number of students, to be offered better curricula; (4) more support must come from management levels at both advertiser and agency in terms of understanding and financial support; (5) the account executive must be made "research-wise" to short-circuit useless projects.

■ And (6) the market research man must constantly re-examine his own ethics, stand up for his beliefs, not be intimidated by those who want to dictate to him, keep abreast of new developments in the field and work to educate management to the correct and honest use of research. #

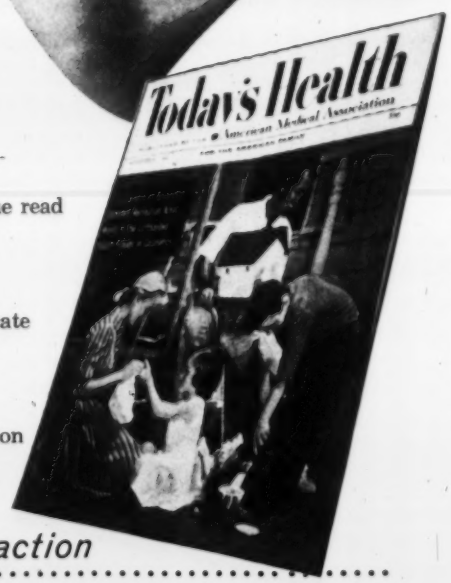
Enloe Names Bell, Press

Stanley P. Bell and Dr. Harold A. Press, vps of Cortez F. Enloe Inc., New York, have been elected to the agency's board of directors.

NEW
SALES LEVERAGE
FOR YOUR
PRODUCTS!

PERSUASION
POWER*

Generated by the fact that your ad message in Today's Health is SEEN...SEEN OFTEN...BELIEVED!



Research reveals—compared to other general magazines—Today's Health is more consistently and repeatedly read. (65.4% of subscribers read all 12 issues. Each issue read an average of 3 times.) And it's believed! (66.5% place more belief in T. H. Only 1.8% regard other magazines more believable.)

What's more, products gain unique stature. (57% indicate higher regard for a product when seen in T. H. than when seen in other magazines.)

Put this exclusive force behind your product—acting on 815,000 paid subscribers, plus a bonus circulation of 1.5 million verified reception room readers.

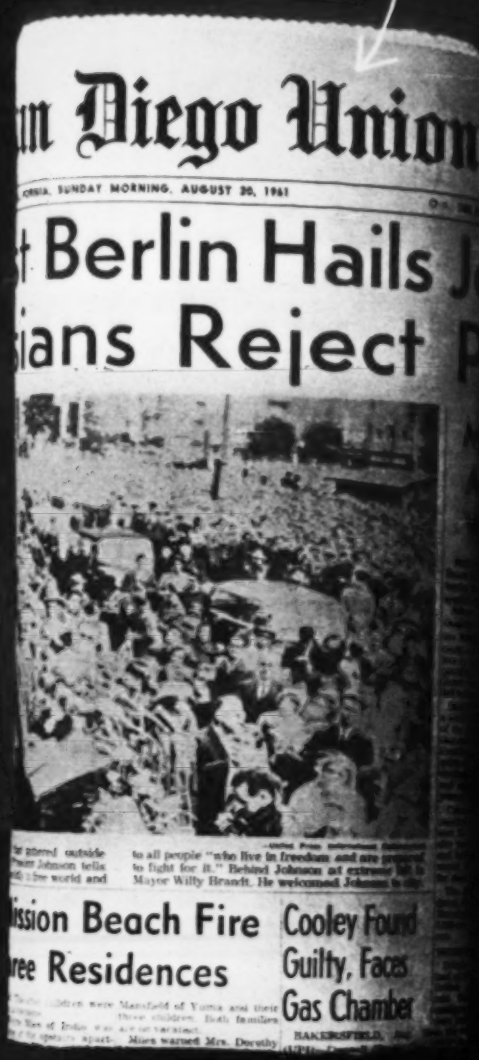
* *Unequaled ability to move people to action*

Monte Brown
535 N. Dearborn St., Chicago, Ill., WH 4-1500
Charles Lauer
475 Fifth Avenue, New York, 17, N.Y., OR 9-9383
Whaley-Simpson Co.
6608 Selma Ave., Los Angeles 28, Calif., HO 3-7157
700 Montgomery Bldg., San Francisco 11, Calif., SU 1-4583

Today's Health
PUBLISHED BY THE American Medical Association

in San Diego it's the

and in the San Diego Union it's



The fastest-growing major market in the United States is down in the southwest corner of California...San Diego County. San Diego County ranks second in the state in automotive and furniture-household appliances sales, and third in food and drug sales. San Diego is young, bustling, growing (now over a million people!)...and it has just one Sunday newspaper, The San Diego Union. The Sunday Union reaches eight homes in every ten in the vital San Diego city zone, where 85% of the county's retail sales are made. Of course, as progressive a newspaper as The San Diego Union distributes a syndicated Sunday magazine. And the Sunday magazine it distributes is the one that matches its alert on-the-news editorial policy. That Sunday magazine is PARADE.

In 59 of its 65 key markets PARADE is distributed by the largest (or only) Sunday newspaper. This includes 8 of the 13 big metropolitan markets—such as Washington, St. Louis and Miami—where one or more of the other syndicated Sunday magazines also is distributed. The results you get from a syndicated Sunday magazine depend on the newspapers that distribute it. Market by market, PARADE newspapers invite comparison.

PARADE—THE SUNDAY MAGAZINE SECTION OF STRONG NEWSPAPERS THROUGHOUT THE NATION REACHING 10 MILLION FAMILIES EVERY WEEK

Advertising Age

Feature Section

Smith Dispels Selling-Package Theory

CM Unsold on Ipana Approach

New Twist on Old Dream Theme—Nett

Check on Care and Feeding of Geniuses

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Tyler Picks Ten for September . . .

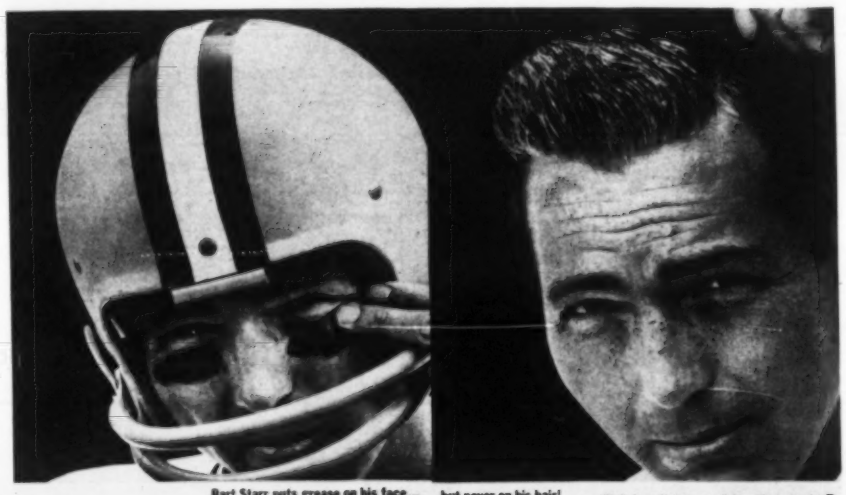
Two Ad Factions Struggle for Attention as the Problem of Getting Heard Gets Harder

By William D. Tyler

No advertiser in his right mind would deny that it's harder to get heard today. But he generally follows only one of two courses to overcome this, the major obstacle facing today's advertisers.

William D. Tyler

One is the "let's-blow-their-house-down" school. This one uses money as a sledgehammer. It says that the only important thing is to have a strong selling idea. Then you jam this down people's throats by repetition. Eventually, you batter down the prospect's defenses, and he listens to you in spite of himself. This is an expensive way home, but a lot of advertisers use it. It has, not so incidentally, given birth to some of the most actively resented advertising the world has ever known.



Vitalis

The vast majority of advertisers today are on one side or the other of this controversy. One says that advertising is nothing more than the science of mass selling. So all you do is find the best possible selling idea. The other says that success in advertising depends on the art of dramatic presentation.

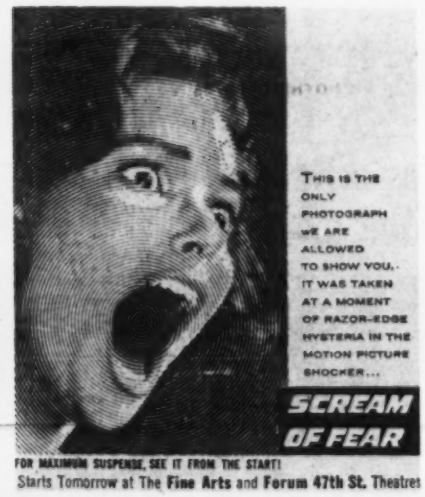
You know and I know that advertising is neither one of these things. It is a combination of both. Great advertising is a blend of the best selling idea and the most exciting presentation of that idea.

Polaroid Land Camera

The humor in this ad is sophisticated, and that is usually a danger sign in advertising. But not in this case. The message comes through even for those who don't get the double gag of the father's tongue-in-cheek pride in an absurd picture. David Herzbrun's copy explains that the camera, rather than the photographer, was responsible. "All the boy had to do was aim and snap. He didn't have to focus. He didn't have to adjust for light. He didn't have to wonder. He saw the picture ten seconds later. Looks like I'll have lots of fun with it, when it's my turn." William Taubin of Doyle Dane Bernbach was the art director.

Scream of Fear

The newspaper ad for this movie thriller does a brilliant job of illustrating both the title and the mood of the picture through a single, memorable device. The graphic trick of having a series of concentric circles emanating from the wide-open mouth of a horror-stricken female, conveys both the mood of the picture and illustrates its title in one "swell foop." You needn't read a word of Jac Thaull's copy to get the idea. Art Director Joe Levine of Donahue & Coe was responsible for the concept.


THIS IS THE ONLY PHOTOGRAPH WE ARE ALLOWED TO SHOW YOU. IT WAS TAKEN AT A MOMENT OF RAZOR-EDGE HYSTERIA IN THE MOTION PICTURE SHOCKER...
SCREAM OF FEAR
FOR MAXIMUM SUSPENSE, SEE IT FROM THE START!
Starts Tomorrow at The Fine Arts and Forum 47th St. Theatres

Scream of Fear

The other school takes the opposite course. It says that since it's so hard to get attention today, your advertising should devote most of its effort to getting attention. It then follows that it doesn't matter so much what you have to say as to make sure people hear you say it. This is an entire new advertising cult—the off-beat. It has been responsible for some of the brightest, most see-able advertising of this or any other time, because it is completely without selling inhibitions. It is also responsible for some of the nuttiest. It has as its crusading objective, the goal of a dramatically compelling ad every time out. The selling idea is as good, as it provides the opportunity for a dramatic ad. Some advertisers will even change the selling idea from ad to ad in order to get the most surprising ad they can.

Vitalis Hair Tonic

Vitalis continues its "greaseless" theme with a fine and timely expression in *Sports Illustrated*, tailor-made for that audience. Left-hand page shows Green Bay's quarterback applying black grease under his eyes. Right-hand page shows him after his shower, combing with Vitalis. Bob Oskner's headline tells the whole story: "Bart Starr puts grease on his face . . . but never on his hair! (Vitalis keeps his hair neat all day without grease.)" Inferentially, competitive tonics become vaguely odious, a by-product which probably does not fill Bristol-Myers with irremediable dismay. DCS&S' John Murray made the layout.

Scripto Tilt-Tip Pen

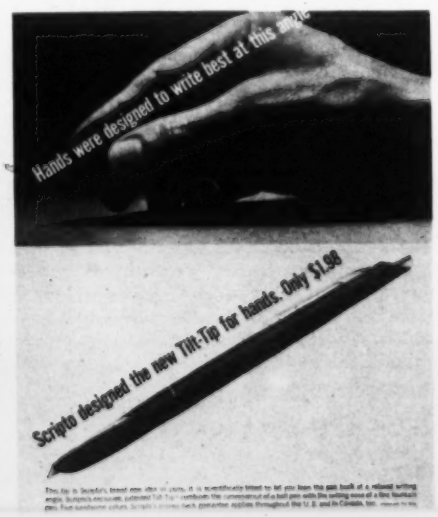
The Scripto people have brought out a new pen that is "scientifically tilted," according to Dick Fry's copy, "to let you lean the pen back at a relaxed writing angle." Not, at first glance, the kind of story that makes for dramatic advertising, but look what he and art director Bill Free of McCann-Marschalk were able to make of it.

This is a case where headline and illustration truly work together to tell the story. The same elements that make the ad catch your attention are the ones that deliver the selling message. You can't get much better integrated than that.

REA Express

Maybe not a great ad, but one that delivers its message with the same speed, clarity, and visual memorability as the Scripto one, is this price announcement. The hand presses down in the headline message itself: "Now REA Express has new low rates (more coming!)." Here again, the headline becomes the hero of the illustration, actually acts out the message. To get this particular effect, Benton & Bowles' art director Vito Catalano lettered the headline on a strip of foam rubber, which was then depressed by hand and photographed for maximum

Polaroid



Scripto

REA Express

Borg-Warner

The editorial excellence of pages like these is building McCall's circulation to over 8 million

McCall's

CREATIVE HOUSE PERSONNEL

PURELY PERSONNEL

People keep asking us "How much does it cost to register at Creative House?"

The answer is, "Nothing!"

They also ask, "Does it involve me in any way?"

The answer: "Not in any way."

Who pays the fee, then? In nearly every case so far, the employer has paid the fee because we offer a six month guarantee on any man we place in a job.

In the event we offered a job where the applicant was to pay the fee, or any part of it, he would be told—before the job interview.

Any questions?

FOOD FOR THOUGHT

We have two interesting jobs for food researchers—one as a dept head of a Texas agency, the other with a top food company. Both at around $12,000. Any takers?

THE ART WORLD

We have jobs for artists of every race, creed, or color—except green.

For art directors, we have . . .

Home Furnishings	$25,000
Branch Office Head	17,000
Home Furnishings	13,000
Foods	10,000
Industrial	9,500
Small Agency	7,500

We could also use a package designer ($15,000), a studio illustrator ($12,000) and a studio designer ($12,000).

UNCLASSIFIED AD

Some of our jobs don't fit into neat catagories.

For instance . . .

Branch Office Manager. A 4A agency wants us to locate a top man to head up an Eastern office.
to $30,000

Personnel Manager. A top advertiser wants a top executive recruiter who knows modern methods.
to $20,000

Girdle Queen. To dream up ideas and plan sales promotion for a girdle company. A fun spot for a gal who knows the undie world.
to $10,000

Recruiter. A door-to-door cosmetic firm needs a man to get and train salesmen and plan ads.
to $10,000

President's Assistant. An ad agency that has its own film producing unit wants a TV and film writer to be the president's right arm.
to $12,500

PUBLIC RELATIONS

Morris Jacobs will not accept our definition that the difference between a publicity man and a public relations man is $50 per week.

But whatever you call yourselves out there, we have openings for communicators on photographic equipment ($12,000), schools ($10,000), association projects ($10,000), industrials ($8,500).

We even have a boat club that will pay a press rep $7,000 per year—even though the Coast Guard is ready to pick up harbor moorings for the winter.

What's your story?

NOTE TO COPYWRITERS

After looking over some proofs of ads by agricultural writers, we are convinced that the government should step in and pay some of them for not planting any more corn.

What prompts all this is our desperate need for a top farm writer at $18,000.

We could also use a cosmetic gal (at $20,000) whose ads don't look like they were put to bed in pin-curls.

And we have current jobs (to $15,000) for food writers who haven't lost their appetite for great copy.

In short, we have many good jobs in print or TV.

The best ones, though, seem to be going to those who did their best job on the job they just left.

ACCOUNT MEN:

If you're tired of the grueling 10 to 4 o'clock rate race, remember Creative House has jobs for Ad Managers, too.

Too many, in fact, to list this week.

Meanwhile, if you're determined to stay on Michigan or Madison Avenue, consider these sample Account Executive offerings.

Food Merchandiser	$20,000
Big Fish, Small Pond	20,000
Electronics	14,000
Paper Account	13,000
Candy Account	12,000
Agricultural	10,000
Industrial	10,000

PLAYING ROULETTE?

Many people tell us they follow our ads waiting for the perfect job to come up for them.

Stop playing roulette.

Our ads list only typical current openings. Many of our jobs aren't advertised. They're filled by those already registered with us.

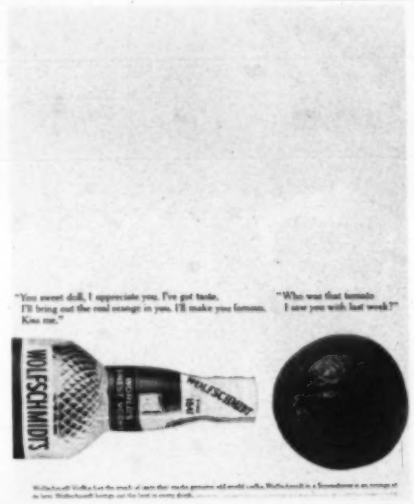
So to make sure your number comes up, just make sure your application is in our files.

JACK BAXTER KNOWS ADVERTISING • ADVERTISING KNOWS JACK BAXTER
41 EAST OAK STREET • CHICAGO 11 • DE 7-0001

Creative House

world's only electric shaver
with a head you can wash
Schick Compact shaves close & clean as a blade yet costs you less than shaving with a blade!
all new
SCHICK compact
LIST PRICE $12.95

Schick


"You sweet doll, I appreciate you. I've got taste. I'll bring out the real orange in you. I'll make you famous. Kiss me."
"Who was that tomato I saw you with last week?"
WOLFSCHMIDT

Wolfschmidt

realism. Copy and idea by Art Kramer.

Borg-Warner

Here is an institutional ad designed to spread awareness of "the research-minded nature of Borg-Warner," in the words of William Okeson's copy. The example chosen to illustrate this theme was the company's development of "a solid deodorant, in the form of pea-sized pellets, which destroys odor molecules. When . . . in an air conditioner, stale indoor air becomes as clean and healthful as Nature's own." To dramatize this accomplishment, the copy lead reads, "You know the old expression about stepping outdoors for a breath of fresh air? We just retired it." Headline: "Let's step *in-doors* for a breath of fresh air!" Art director: Clint Frank's Doris Gregg.

Schick Electric Razor

In this introductory ad, Schick has succeeded in making what is essentially a somewhat less than earthshaking product development sound like nuclear fission. The new Schick Compact seems to have little more to recommend it than the low price, so Stanley Silverberg of Norman, Craig & Kummel has seized upon the fact that the head is washable to make a memorable layout. With the help of a wonderful Strobe photograph, he was able to come up with an exciting visual of water surging through the shaving head like Niagara. Whether this approach will be as commercially effective as it undoubtedly will be at attracting attention, is anybody's guess. Allen Koehler was the copywriter.

Wolfschmidt's Vodka

The boys at Papert, Koenig & Lois are having a ball turning out Wolfschmidt ads. They are also getting this brand talked about, which may be more to the point. To do so, they are sacrificing the white-gloved elegance that characterizes most liquor advertising. In fact, they are throwing it right out of the ball park. For example, the copy here reads as follows: Bottle: "You sweet doll, I appreciate you. I've got taste. I'll make you famous. Kiss me!" Orange: "Who was that tomato I saw you with last week?" This refers, in turn, to a preceding ad in which the bottle tells a tomato, "You're some tomato. We could make some beautiful Bloody Marys together." Copy by Julian Koenig and magnificent art direction by George Lois, who has been reading Freud.

Creative House Personnel

Traditionally, placement-agency ad listings have had all the warmth and personality of a cold-storage eel filet. Recently, in this very publication, Jack Baxter of Chicago broke this stereotype into little pieces. His explosion took the form of a chatty, friendly, highly readable column. He used narrative, humor, and provocative subheads and copy leads to get attention. It must have been the best-noted ad of its kind yet. Even better, the approach helped establish an image of Creative House as a very pleasant, helpful place to help you get a job.

McCall's Magazine

One of the shrewdest uses any advertiser made of the first issue of the new *Post* was a competitor. *McCall's* took a spread in that dramatically changed magazine in which it showed nothing but miniature reproductions of its own exciting spreads. To an audience made particularly aware of modern editorial format by the magazine they were reading, the *McCall's* spread took on greater significance, packed an extra wallop. Art Director Onofrio Paccione made the layout to the specification of the copy group at Grey. #

On the Packaging Front . . .

Is There Such a Thing as a Selling Package?

(Mr. Smith is advertising and merchandising director of S. C. Johnson & Son, Racine, Wis. His first advertising job was with the old Melamed-Hobbs agency in Minneapolis in 1945. In 1949 he joined Swift & Co., Chicago, and was product manager until 1953 when he moved to New York as account executive with BBDO. He joined S. C. Johnson as advertising manager in 1955 and was appointed to his present post the following year. His column, which appears for the fifth time in this issue, will be published twice a month.)

By Douglas L. Smith

How often we hear the term "selling package" used among marketing people, either to describe a label they happen to like ("real nice—it's a selling package!") or to define a general objective in designing a new one ("above all, boys, let's be sure the new package does a selling job!").

Douglas Smith

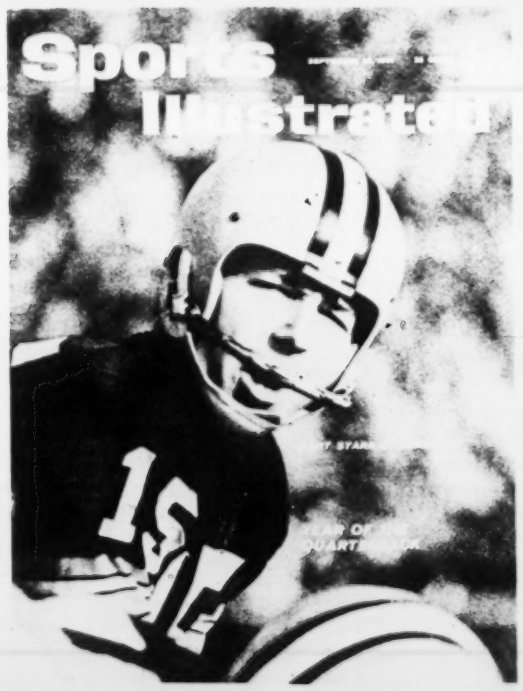
At the risk of alienating a colleague or two, and a few designers, I would like to contend that the term "selling package" is a misnomer, in its usual sense, and that they who say it are, more often than not, guilty of assuming that the package may be doing a selling job *when it is not*, or expecting it to do so *when it can't!*

To clarify for a moment, I should emphasize that this contention does not include engineering design that makes the package a functional, use-package bringing the consumer a definite service, such as a closure, or opening, or applier function. If, in the engineering design of the package, some new plus is brought to the user, this then becomes a part of the product attributes, and *not* the package in its design appearance sense.

■ I would like to set forth the thesis idea that the selling function of a product lies in the assets of the product itself—its quality and values to the user—and the effectiveness of the advertising and merchandising support the product has behind it—not in the label design.

The label through the artistry and ingeniousness of the designer, is responsible for *identifying*, *distinguishing*, and *informing*: IDENTIFYING the brand in its particular marketplace—DISTINGUISHING the product from its competitors—and INFORMING the buyer what it is

FACT: During the first six months of 1961--and throughout 1960 and 1959 too—SPORTS ILLUSTRATED ranked 1st among all general magazines in pages of camera advertising.



The focus is right. The perspective is right. Photographic advertisers have caught the spirited expression of SI's nearly 1,000,000 families.

Four out of five of these families own still cameras—1,650,000 cameras all told. These same cameras click often—with 9,000,000 rolls of film used annually.

Beyond that, more than one in four SPORTS ILLUSTRATED families own motion picture cameras and projectors.

This avid interest in picture-taking stems from the youthful vitality of SI families themselves.

Median age of the man of the house is only 42 and for his favorite subjects he has nearly 600,000 teenagers and more than 1,000,000 of their younger brothers and sisters.

With a median annual income of $10,835, almost twice the national median, SI household heads also have the means to travel. In 1960 alone, for example, SPORTS ILLUSTRATED families made more than 2,200,000 airline pleasure flights; and the chances are good that one of the things that made them a pleasure was that their cameras came along.

These are the active people and they make active markets. In the photographic field, as in so many others

SI is a basic buy

and what it does in both its over-all design appearance and instructions for its use.

■ I am moved to submit this point of view after reflecting upon the presentation of a design firm I saw recently, in which the speaker repeatedly emphasized, while pointing to an array of packages he had designed, that the packages had performed a primary selling function. Yet, in virtually all cases, the good products he displayed were successful *first* because of the products themselves (their appeal to the consumer and competitive advantage) and some highly effective advertising and merchandising behind them.

The package is important—vitally. And the label itself, via the creative efforts of the designer and *good* judgment of the manufacturer, can perform a most important service (to repeat) in *identifying, distinguishing, informing*. Let's be sure it does these things first, when we hear the old cliché, or as I called it earlier, misnomer, "selling package." #

On the Merchandising Front . . .

Roadblocking Product Improvements

By E. B. Weiss

Many years ago, as a youngster, I gave up trying to market ideas for new products and product improvements to manufacturers. I had found, rather quickly, that this was a straight road to starvation.

E. B. Weiss

Today, the consumer who conceives an idea for a new product or a product improvement finds channels into manufacturer offices even more clogged than was the case years ago. This has come about for a variety of reasons; one persuasive reason has been that when the door is held open too carelessly to sundry ideas from the outside, lawsuits may trip in through the same door. A second reason is that scientific and technical product research is both vastly larger and vastly better organized than was true 20 or 30 years ago and the probability that an outsider may stumble on an important new concept presumably is correspondingly lessened.

But I suspect that a reason that is at least equally common is that in a paid manager society there is a greater resistance to ideas! The paid manager is not typically an entrepreneur in the true sense of the term—if he were, the chances are he would not be a paid manager!

As a consequence, I believe there are more roadblocks erected today by manufacturers (through deliberate intent, through neglect, through inaction) to the flow of product ideas from the outside than ever before. I wonder whether more often that otherwise this may not represent a policy and a practice that should be reviewed.

■ Today we have more scientists, more technicians, more educated, more sophisticated people than in any previous age. We have more trained and disciplined minds than ever before. We have more leisure time, more status symbols to strive for, more unfilled wants, more ambitions.

All of these circumstances surely mean that a large segment of our society—and a constantly growing segment—is both intellectually able and socially and economically desirous of tinkering with new product ideas and improvements *outside* of one's vocation. In brief, the creative faculty has never enjoyed such a favorable atmosphere as our socio-economic climate currently provides.

Yet at this very moment, many and maybe most of our large advertisers hold open only a tiny crack for product ideas from the outside to trickle through. What is more, the few product ideas that manage to trickle through that crack from the outside tend to get short shrift.

• A very interesting case in point emerged recently in the hard-surface floor covering field. The story goes like this:

1. At the January, 1961, meeting of the National Retail Floor Covering Council, a floor covering retailer advanced a product-improvement idea. It was a simple idea that did not require any huge investment in new machinery by manufacturer, any great additional cost, etc.
2. The idea was to mark hard-surface floor covering rolls on the reverse side with lineal footage markings.
3. This would permit improved inventory control by the retailer. It would lessen lost sales due to an accidental incorrect balance being shown on a roll and on the inventory sheet. It would lessen complaints to distributors from dealers charging that rolls purchased were not of the yardage billed. It would allow the retailer's cutters to make a perfectly straight cut.

■ Makes good merchandising sense, doesn't it? And bear in mind that the manufacturer would not be involved in any huge machinery obsolescence, any huge machinery investment, any substantial added cost.

Finally, bear in mind that this idea did not come from a woolly consumer—but from a respected retailer who is a former president of the Floor Covering Merchants of Chicago.

Yet, at the time the idea was suggested it aroused bearly a ripple of interest. The retailer who conceived it had to write no less than 1,500 letters to manufacturers, distributors and other retailers to keep the idea warm!

■ However, the hard-surface floor covering industry is fortunate in that its manufacturing members include the dynamic Sandura Co. Before most and maybe all the other manufacturers in the field applied open minds to the idea, Sandura assigned a technical group within the firm to develop the required marking equipment. And just about six months after the idea had been suggested by an outsider, Sandura had begun to ship hard-surface rolls with lineal footage markings. Appropriately, the first roll was shipped to the retailer who had conceived the idea and who would not permit it to die aborning.

Incidentally, that merchant is still wondering when the other manufacturers will take similar action!

I suggest that many manufacturers might find this to be an appropriate time to review their policies with respect to product ideas that may come in from the public and the trade. It seems to me that, in a number of instances, the present policies were developed to meet a situation that has since changed quite radically.

■ I would like particularly to make the point that our growing army of scientists and technicians is totally unable to confine its disciplined imaginations to its own backyard. Very interesting confirmation of this observation—if that is needed—comes from the exploding circulation of *Scientific American*. For decades, that publication's circulation merely inched along. Over the last decade, it has leaped ahead—and the basic explanation is that scientists and technicians have not only multiplied in numbers, but that they want to read a publication that posts them on scientific developments in areas other than their chosen fields.

Why roadblock the creative product thinking of these disciplined minds by outmoded policies with respect to the submission of new product ideas? And why discourage a much more highly educated, a much more curious, a much more sophisticated general public from submitting product ideas? And why per-

The Creative Man's Corner . . .

Beware of That Old Stumbling Block

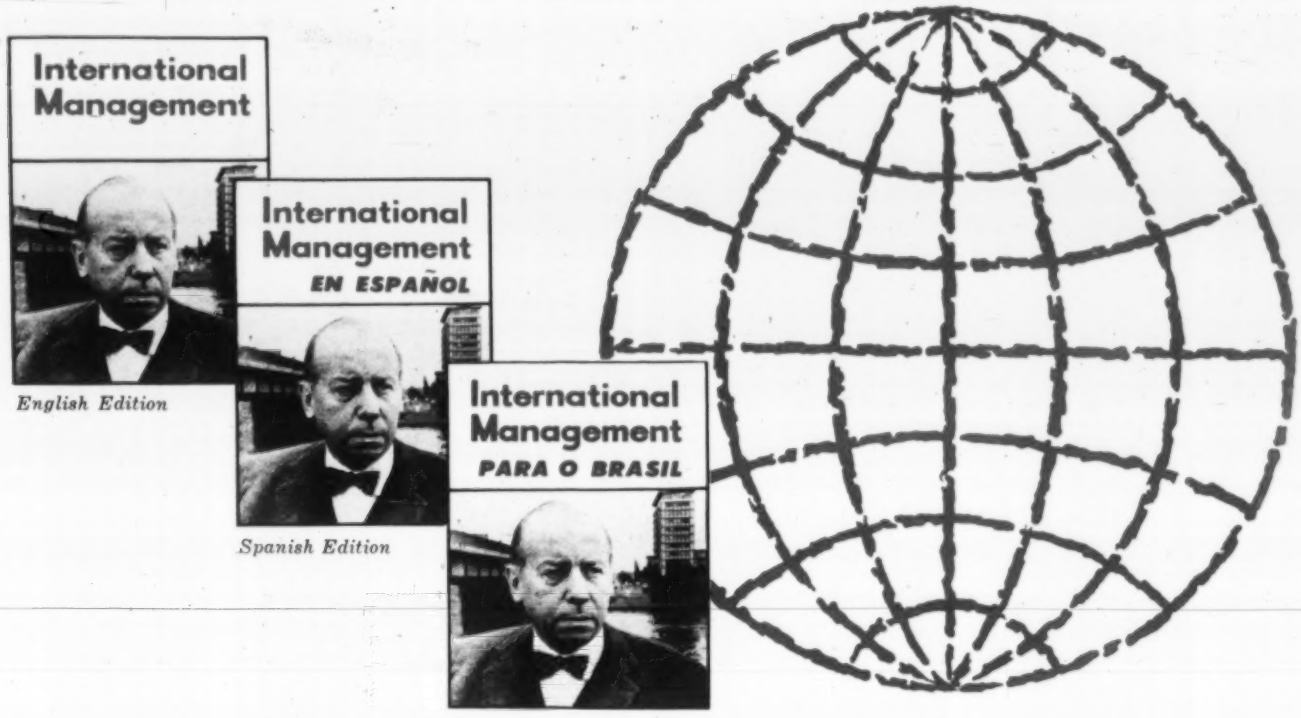
Announcing the first major tooth paste advance since fluoride... now IPANA has Hexa-Fluoride
How brushing with new Ipana helps you protect your gums as you protect your teeth
The fluoride tooth paste that tastes good
NEW!
ipana

We find it ironic that advertising, in its very quest to be one-up on competition, so many times gets in its own way and loses the very battle it hopes to win through complete and utter confusion.

Here, for example, is Ipana announcing, actually, that it is putting out a toothpaste equivalent to P&G's Crest. Only the strategy boys must find some way of making the new Ipana seem better than Crest. So what do they do? They add hexachlorophene which, says the copy, "destroys millions of decay germs" while "fluoride strengthens the enamel of your teeth." But are there really such bacteria as "*decay germs*?" And if there are, and if the new Ipana destroys them, wouldn't it be a little more convincing to list a few of the "germs" that hexachlorophene destroys?

But before you get into this part of the Ipana story, you have to wade through a block of copy that tells you how proper brushing with Ipana overcomes the major cause of ultimate tooth loss—tartar. Ipana's "film-removing agents," says the copy, "help you brush away the soft film that naturally forms on teeth before it hardens into tartar that irritates and inflames gums." *What* film-removing agents? And doesn't proper brushing with *any* toothpaste help keep the gums firm and tartar accumulation down?

Not only is there too much copy to read in this ad, but the story is told so clumsily that even the slight advantage of a toothpaste with hexachlorophene and fluoride is lost. #



English Edition

Spanish Edition

Portuguese Edition

When you advertise to business and industry worldwide...

...Use INTERNATIONAL MANAGEMENT's 3 editions in 3 languages... You'll reach 50,000 management men in over 100 countries

Now these 3 editions in 3 languages will take your sales story to the most concentrated audience of management men in worldwide markets that any magazine delivers.

This new flexibility of *International Management*, starting with the January issue, makes it possible for you to talk direct with important management men in industry, business, and finance in the markets you want to sell. Advertise in the English edition to sell the Eastern Hemisphere; Spanish edition to sell Spanish-speaking Latin America; the Portuguese edition to sell Brazil; all three to sell the entire free world except the United States and Canada.

You advertise with maximum *efficiency:* over 80% of subscribers are department heads or above. You reach them with maximum *economy:* approximately $15 per country based on 12-page rate of $1566 for a B/W page in all 3 editions.

Everyone of the 50,000 businessmen you'll reach in *International Management* is identified by name, title, company, and type of business. McGraw-Hill's subscription policy screens out all but those with a management title or function. Result: you advertise to a known audience of *management men* in industry and business... 70% of whom are in companies each employing 50 or more employees.

You reach customers and prospects in a business frame of mind because *International Management's* editorial concentrates on business only, with each edition written for the industrial management communities served. Each deals with world business trends, technological advances, management techniques, marketing, plus methods to increase productivity and the utilization of men and machinery.

Make plans now to begin your 1962 advertising campaign in one or more of the January editions. Call the McGraw-Hill office nearest you for complete information on rates, plus breakdowns of titles and industries by edition. Ask to look at a pilot issue of the new Spanish and Portuguese editions, too. Closing date for January editions is November 15.

ENGLISH EDITION sells 20,000 management subscribers in Europe, the Middle East, Africa, Asia and Australasia. Cost, one page B/W: $695.*

SPANISH EDITION sells 20,000 management men throughout Spanish-speaking Latin America. Cost, one page B/W $695.*

PORTUGUESE EDITION sells 10,000 management subscribers in Brazil. Cost, one page B/W $350.*

*12 page rate for B/W ad. Discounts of 8% for any two, and 10% for all editions when same space run in same issue. Ads translated into Spanish and Portuguese free.

International Management

McGRAW-HILL INTERNATIONAL
330 WEST 42ND STREET, NEW YORK 36, N. Y.

ABC

Boston • Chicago • Cleveland • Dallas • Denver • Detroit • Los Angeles • Philadelphia • Pittsburgh • Portland • Saint Louis • San Francisco • London • Frankfurt • Geneva • Tokyo, International Media Representatives Ltd.

mit these product ideas, when they do come in, to get the most perfunctory and most unimaginative and most timid consideration?

Sure there are headaches when doors are opened wide to product ideas. But the business that thinks it has no headaches is a business with one great big potential headache—it is playing things so safe that it must be losing competitive status.

With headaches, as with other facets of business, one must strike a balance. Is the headache worth the potential reward?

In this instance, I earnestly believe the answer must be in the affirmative—and as our group of highly educated and trained men and women continues to increase, the answer must be still more in the affirmative. #

The Peeled Eye Department . . .

'I Dreamt I Grew a Beard in My Delightform Bra'

By Dick Neff

Bold New Brassiere Marketing Ploy?

"The attached ad on bras appeared some time ago in *The San Francisco Examiner*," writes Revett Wallace, of Million Market Newspapers, San Francisco.

"Since I have exhausted all of the personal possibilities to exploit this remarkable typographical foul-up, I thought that perhaps ADVERTISING AGE might have a use for it."

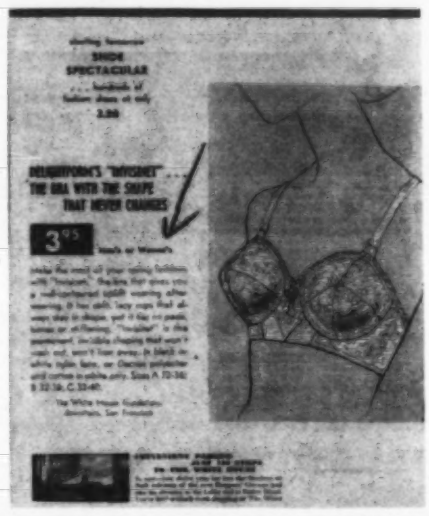
Dick Neff

"Delightform's 'Invisinet'," it reads, ". . . the bra with the shape that never changes . . . Make the most of your spring fashions with 'Invisinet' . . . Soft, lacy cups . . . shaping that won't wash out, won't iron away. In black or white nylon lace, or Dacron polyester and cotton in white only . . ."

Such a lovely ad, and what a nice little touch in that line that reads "3.95 Men's or Women's."

Leaves No Stone Unturned

We are indebted to Edwin M. Joseph, executive vp of Industrial Publishing Corp., Cleveland, for passing along a chubby little envelope, sent to him by a direct mail outfit, that fairly bulged with mailing pieces promising a happier



life. In the order in which we read them, they exclaimed happily:

"FREE VITAMINS FOR FOLKS OVER 50"

* * *

"At Last! Glorious 24-Hour Pain Relief *Plan* for ARTHRITIS-RHEUMATISM"

* * *

"DON'T BE DEAF!"

* * *

"HOW TO AVOID CRIPPLING DEFORMITIES!"

* * *

"THROW AWAY THAT TRUSS!"

* * *

and as a fitting climax:

"MONUMENTS DIRECT TO YOU—EASY TERMS"

* * *

Now there's an outfit that's not afraid to lay all its cards right on the slab.

FREE VITAMINS for FOLKS OVER 50
At Last! Glorious 24-Hour Pain Relief Plan for
ARTHRITIS—RHEUMATISM
Relief from Pain Morning . . . Noon . . . and Night!
Not Just a "Formula"
But a Wonderful
Round-the-Clock
Relief Plan
You've Long
DON'T BE DEAF!
MAIL THIS CARD TODAY!
JUST OUT!
HOW TO AVOID CRIPPLING DEFORMITIES!
MONUMENTS DIRECT TO YOU-EASY TERMS
THROW AWAY THAT TRUSS!

Ad-ecdote Dept.

Here's an ad-ecdote we heard from Dan Packard, co-manager of the Detroit office of Geyer, Morey, Madden & Ballard.

The executive of a big outfit in the appliance field was being given the needle by a competitor regarding their somewhat indiscriminate franchising of dealers.

"Don't you *have* any franchise policy?" he asked scornfully.

"Sure we have a franchise policy—no two dealers at the same address," was the calm reply. "Might confuse the mailman."

Please Send Me Semi-Absolutely Free

"When you deal with Keystone you'll never have to buy film again!" says an ad contributed by Bill Hayes, eastern manager of the Dana Chase publication, *Metal Products Manufacturing*.

"Every time you have your film processed at Keystone you will receive a same size roll absolutely free . . . You pay only our low cost of developing and printing. . ."

Coupon then proceeds briskly to wrap up the order with this copy:

"Please rush free mailing bags and *price list for free film*." (Italics ours.)

Sort of let the cat out of the mailing bag that time, hey, Keystone?

Typographical Boo-Boos

Standard Rate and Data Service, stuck, no doubt, with an oversupply of s'es, carries this remarkable listing in its agency list:

United States Brewers Foundations Inc.

Didn't realize there were that many brewers wearing 'em. #

Hurrah for 'Non-Conformists' . . .

Take a Lesson from Show Biz

This interesting viewpoint, expounded in an article entitled "The Care and Feeding of Screwballs," is reprinted here in its entirety from "Dividends," published by Ketchum, MacLeod & Grove, Pittsburgh.

Business and industry are now coming to grips with a problem which has faced show business for centuries . . . the care and feeding of geniuses.

In the theater or on television or radio, you've either got it or you haven't. And if you've got it, you are a star and nothing is too good for you—salary, honors, adulation, a press agent of your own, and a star painted on your dressing room door.

The reason is easy to see: If you can put across a song, or a television show, you may be the difference between success and failure for a whole enterprise which can involve millions.

Some people have a divine gift. There's no accounting for it; you've got it or you haven't.

■ Today, business and industry, and people in government who are charged with the national defense, are discovering the truth and importance of this fact. In this seething age, our very existence may depend upon some American being the one to discover some scientific principle which may be so complex that the rest of us poor mortals cannot even understand it.

But, whether we can understand it or not, we can't ignore it, because it may mean life or death to us.

In this area, too, we are beginning to find you've got it or you haven't.

■ On a less global scale, in the area of your own business, you may find that your company's prosperity will depend upon your success in attracting and holding the kind of people who are capable of some flash of genius that can move you and the company years ahead of competitors. These people are most often scientists, research men, designers.

In an advertising agency, in our own small way, we have the same situation. Most of us are marketing men, or research men, or account executives, or production men, or other serious, sober fellows; yet some artist or writer may hit upon a magical set of words or some visual device that makes a message ring out clear in a way that puts the rest of us to shame.

The trouble is that many of these brilliant people have characteristics which tempt less sympathetic persons to call them "screwballs."

They are non-conformists. They don't fit readily into company patterns. They revolt at rules and regulations. In a word, they are a lot of trouble.

But the success and prosperity of your business and ours may demand that we learn how to handle them and get the priceless things they can give us.

Show business has learned that lesson. The theater, which has known this travail for years and years, would almost go through hell to find another Mary Martin or Rex Harrison or Yul Brynner.

■ In business today, the counterpart of people like Julie Andrews or Jack Benny may be a Dr. Somebody with a degree from MIT and a stretch at Los Alamos.

In other "Dividends," we have often quoted Pierre Martineau, research director of the *Chicago Tribune*. If we may be allowed to do so just once more, here is something he wrote recently:

"In spite of the lip service we pay to creativity, nothing is as dangerous as a new idea. It will be very threatening to almost everyone, and people become hostile to the individual who suggested the new idea. Many organizations would greatly prefer hiring mediocre people instead of brilliant people for this reason. Mediocre people fit amiably into the organization, whereas brilliant people will probably be disruptive by introducing new ideas and questioning accepted attitudes."

So, these people are non-conformists. But if they *were* conformists, their minds might not range off into the lofty areas where great secrets are found.

They can, in one intuitive leap, arrive at some conclusion which most of us can reach only by slow, pedestrian plodding—if ever.

So show business, which has learned this lesson, says to American industry: *Bear with them.*

If you do, the fruits can be precious beyond words. #

who "approves" approved outdoor advertising

Everybody!

Because in Approved Outdoor Advertising there is continued adherence to the highest standards of good taste and to the requirements of marketers who insist their message be close to where the sale is made.

That's why Approved Outdoor locations are primarily in commercially-zoned areas — where marketers can effectively use this low-cost medium to drive down today's rising distribution costs.

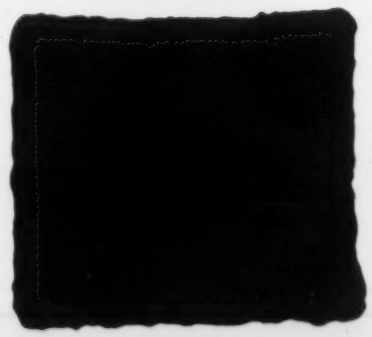
This is the only kind of Outdoor recommended and sold nationally or regionally by OAI, the national sales organization — the kind located so close to the cash register that it can be the last product-purchase message before the prospect enters the store, tavern or dealership.

Approved Outdoor Advertising plant operators (represented by OAI) learned long ago that marketers and agencies seek locations in or close to the central marketplace and the surrounding shopping areas—not on those parts of the great highways where little or no business is done.

Note: Roadside signs of non-standard size or construction—and signs identifying places of business—are not a part of the Approved Outdoor Advertising medium. OAI sells only standardized 24-sheet and 30-sheet posters —painted bulletins with or without dramatic embellishments—and spectaculars specially constructed to meet special needs.

If you are alarmed at rising media costs and skyrocketing distribution percentages, we suggest you critically study the recent industry-wide research program delineating markets including reach and frequency of households with the lowest exposure-per-dollar rate in all advertising.

We suggest you take a good look at some case histories that will show an excellent share of market increase where Approved Outdoor was the only variable. An Approved Outdoor representative can be at your desk as early as tomorrow morning. Give us a ring. He'll have the facts why agencies recommend this vital medium to marketers who have to sell every day, all day.



APPROVED OUTDOOR is the smart money answer to today's tough marketing situations and is represented nationally only by

Outdoor Advertising Incorporated

360 Lexington Avenue, New York 17, New York. MU 2-2800

Offices in: Atlanta, Chicago, Dallas, Detroit, Los Angeles, Philadelphia, St. Louis, San Francisco, Seattle

S&W Continues TV Drive

S&W Fine Foods, San Francisco, will feature green beans, peaches and tomato products in a stepped-up fall tv drive on the West Coast. Minute and 20-second spots are scheduled for KGO-TV, San Francisco; KOVR-TV, Stockton; KNXT and KABC-TV, Los Angeles; KGW-TV and KOIN-TV, Portland; KING-TV and KOMO-TV, Seattle, and KXLY-TV and KHQ-TV, Spokane. Doyle Dane Bernbach Inc. is the agency.

Shakespeare Seeks Agency

Shakespeare Co., Kalamazoo, has dropped MacDonald-Cook Co., South Bend, and has had discussions with five other agencies, most of them in Michigan. The company, which makes fishing tackle and archery equipment, said no decision will be made on a new agency within the immediate future. The account bills an estimated $300,000.

NEW PREXY—*Sylvio Carle (left), new president of the Newspaper Advertising Managers Assn. of Eastern Canada, takes over from his predecessor, W. R. Sootheran.*

Sell as National Medium to Combat Inroads of TV, Canadian Newspaper Admen Advised

MONTREAL, Oct. 3—Canadian newspaper advertising managers were given a reassuring shot in the arm here when they were told that newspapers have the potential to become the only true basic national medium and already regained much ground lost to television.

William H. Erskine, vp and general manager of J. Walter Thompson Co. Ltd., told the Newspaper Ad Managers Assn. of Eastern Canada that only by selling as a national medium, rather than as individual newspapers, could they counter the "aggressive advance of other media."

Newspapers should relinquish some of their individuality to achieve the desired end, he said, suggesting that they standardize column width and page depth.

"The agency finds a way around such a problem because you have to find a way around it," he admitted. "Daily newspapers are a vital Canadian advertising medium." He criticized newspaper selling for lack of creativity, pointing out radio and tv's use of rotating spot programs, singing clocks, special pre-recorded weathercasts, and other "imaginative" plans.

■ In the opening session of the three-day convention, R. A. Barford, general manager of the Canadian Daily Newspaper Assn., said newspapers now take about 64% of total ad revenue.

Charles N. Peters, publisher of the *Montreal Gazette*, told the convention that newspapers should concentrate on their "real rivals" rather than fight among themselves. "Much criticism is directed against newspapers, and where criticism is sound we must pay attention to it and try to improve our editorial product," he said.

The future success of the Canadian daily newspaper's battle for its fair share of the advertising dollar depends largely on its editorial excellence, R. B. Collett, vp and general manager of McCann-Erickson, Montreal, told the delegates.

■ "You can seek constantly to be leading spokesmen and philosophers of the new pattern of living in your communities . . . to be able to see more clearly and to lead more surely than anyone else the public response to fresh ideas, fresh products and novel and individual forms of dress, housing, entertainment and recreation. Sporadically, tv takes over the role of thought leader, but the job which the newspaper can do is and can be far more comprehensive, more sustained, and, more effective," he said.

Delegates elected Sylvio Carle, *Le Nouvelliste*, Three Rivers, Que., president, succeeding W. R. Sootheran, *Niagara Falls Evening Review*. Other officers named were L. B. Leith, *Evening Reporter*, Galt, Ont., 1st vp; H. W. Creighton, *Ottawa Journal*, 2nd vp; W. J. Moore, *Cape Breton Post*, Sydney, N. S., secretary-treasurer.

■ Four newspapers received award plaques in five categories of newspaper advertising in the past year. The *Kitchener-Waterloo Record* received two awards, for the best classified "business builder" and the most effective national color ad. Other awards went to the *Ottawa Journal*, for the best support of a national campaign; *Evening Tribune*, Welland, Ont., for the best small linage campaign; *St. Catharine Standard* for the best local color ad. A scroll was presented to McConnell Eastman & Co. as the agency producing and placing the winning national color ad.

NAMA has a membership of some 70 English and French newspapers in Ontario, Quebec and the Maritime Provinces. #

'Herald Tribune' Sets Drive

The *New York Herald Tribune* has made two buys on WCBS-TV, New York, via Papert, Koenig, Lois. They are full sponsorship twice weekly, plus cross plugs two other days, of "The Late News" with Douglas Edwards, and minute spots four times weekly on "The Morning Report." The contract, estimated at $150,000, was said to have a three-month minimum. The *Herald Tribune* will spend more than $1,000,000 on advertising this year instead of the $600,000 previously quoted, according to reports.

KFRM, Kansas City, Sold

Radio Station KFRM, Kansas City, has been purchased by KFRM Inc., a new corporation, from Cook Broadcasting Co., Kansas City, and Metropolitan Broadcasting Co., New York, for an estimated $200,000. Norman E. Kightlinger, Hutchinson, Kan., is president of KFRM Inc.

you're being asked to "think big, think compact and think small."

For 1962

"Think Hard"

OPENING SALVO—*American Motors predicted buyers would go for its new Rambler in introductory newspaper ads.*

AMC Adds Broadcast to Heavy Newspaper Drive for '62 Cars

DETROIT, Oct. 3—American Motors will be strong in newspaper advertising again in 1962, but participation in two network tv shows and an expanded radio campaign will help launch the new Rambler, on sale Oct. 6.

E. B. Brogan, Rambler advertising manager, said AMC expects an even more intensive newspaper program for 1962. He said more than 2,600 newspapers, daily and weekly, will be used during the year, with an ad breaking about once a week through the year.

But for the announcement period, Rambler commercials will be seen on "The Tall Man" (NBC-TV) Saturdays and "Frontier Circus" (CBS-TV) Thursdays through October. In addition to network tv, Rambler will be plugged on six tv spots a week during October in 50 top markets.

■ For the sixth straight year, Rambler will use NBC Radio, sponsoring 20 "Monitor" newscasts every weekend. In addition, AMC has signed with ABC Radio to sponsor "Week-End News" 20 times each Saturday and Sunday.

AMC used a pre-announcement campaign with two newspaper ads, two ads in *Life*, and a special half-hour program featuring AMC President George Romney Oct. 1 on NBC-TV.

Starting the evening of Oct. 5, newspaper ads up to page size will run in the full list of 2,600 newspapers. Major market ads will be two-color.

Magazine ads begin with three color pages in *Life*, *Look*, *Reader's Digest* and *The Saturday Evening Post*, plus color pages in *Newsweek*, *Sports Illustrated*, *Time* and *U. S. News & World Report*.

■ Rambler also has planned special campaigns aimed at auto features of interest to outdoorsmen—travel beds, road clearance, etc. These ads will run in *Field & Stream*, *Outdoor Life* and *Sports Afield*. Another campaign, aimed at young families, is planned for *Sports Illustrated* and *True*.

Rambler will go after the student population with ads in 110 college newspapers and 49 college magazines.

Geyer, Morey, Madden & Ballard is the agency. #

Dettman Gets New Post

Morris D. Dettman, ad manager of Minneapolis-Honeywell's electronic data processing division, Boston, has been named to the additional post of ad manager of the precision meter division, Manchester, N. H. The precision meter post is a new one.

HAVE YOU AN ADVERTISING OR PUBLIC RELATIONS PROBLEM?

YOURS

CUSTOM PUBLISHING

FREE!

Case Histories of Successful Advertising and Public Relations Pieces! Learn how some of America's largest companies solved some of their advertising and public relations problems through the use of Prentice-Hall's Special Publications. Hand tailored to stand on their own, or to fit into larger campaigns, booklets by the Special Publications Division can help YOU with your specific problems.

For your FREE copy, write:

PRENTICE-HALL
Special Publications Division
Department AA-1, Englewood Cliffs, N. J.

ONE OF AMERICA'S

New Standard Metropolitan Areas . . .

EMERALD EMPIRE . . *Best in the West!*

The 1960 census confirms Eugene-Lane county population claims and establishes it as a Standard Metropolitan area. 70,593 people in Eugene-Springfield, 162,890 in Lane county. Effective buying income is in excess of 316 million dollars.

The Eugene Register-Guard is delivered to 81% of these homes every day of the week.

Eugene Register-Guard
LANE COUNTY'S HOME NEWSPAPER

Ask the Sawyer-Ferguson-Walker man about the Register-Guard's volume and frequency discount rate.

NOW—it's Brazil!

More than a BILLION souls are under K's bloody thumb—more are falling! Freedom desperately needs fighters as dedicated to Freedom as the Russian Conspiracy is to subjugation.

No other group has more brains, ability, experience, initiative and loyalty to help win the "Cold War" than the communications field—active and retired! Spare time ideas, art, writing, promotion, etc. Send resume!

FIGHTERS for FREEDOM
P. O. Box 462
Greensboro, N. C.

The Dakota Badlands

What boy wouldn't give his eye tooth to be there... to sling his saddle and pack to the ground and gee his horse to graze on historic frontier land? Well, the November issue of Boys' Life covers the tale of a trip to "mako sica," Indian for the badlands, made by thirteen boys hunting for tracks, fossils and relics of the old days. But boys are interested in a good deal more than adventure in the outdoors these days. In the January issue alone, we start a three installment story by *Robert Edmund Alter;* the biography series features the life of the revolutionary American Haym Solomon, written by *Gerald Johnson;* there's another illustrated outdoor article by *Edwin Way Teale;* a feature on the fine points of ratiocination by *Erle Stanley Gardner;* and a delightful travel piece by *Leonard Wibberly* (The Mouse That Roared).

There's one boy market, only one. And there's one magazine that serves it, only one. Boys' Life, with its 5,000,000 plus boy readers (almost one out of every two boys 10 to 17 in America), scores a higher degree of penetration of its market than has been achieved by any adult magazine. That, we submit, is market coverage. And it's a market well worth covering. It's the market where buying begins. Buying begins with Boys' Life.

BOYS' LIFE • 2,100,000 NET PAID

PUBLISHED FOR ALL BOYS BY THE BOY SCOUTS OF AMERICA

Liquor Rivals Take Opposite Tacks to Sell Canada Whisky

NEW YORK, Oct. 3—Two liquor companies have revealed contrasting plans to enliven the Canadian whisky market.

The House of Seagram aims to entrench itself more firmly in the business by reintroducing its old Harwood brand in New York, California and Chicago. At the same time, Carrington & Co., importer of Canada House, will use magazines for the first time with a b&w ad in the Oct. 16 *Sports Illustrated*.

While Seagram will revive Harwood as a premium product in direct competition with its own Canadian V.O., Carrington will "spoof the prestige image" with cartoon ads showing that even upper-crust guys like to save a buck and a half a bottle.

Seagram's move will cover an unprotected flank in a market dominated by two big brands, its own Canadian V.O. and Hiram Walker's Canadian Club. The company wants to insure that if any gains are made on the outskirts of the business, some of them will come its way.

LIQUOR
"I'll have whatever he's having."
W-E-L-L, maybe. But don't buy the right whisky for the wrong reason. Buy Canada House because its flavor is unsurpassed and it costs $1.50 less than most Canadian Whiskies. Buy Canada House because it has a finesse of its own – and costs $1.50 less. Buy Canada House because, whether or not it stirs up illusions about limousines and the enchantment of a harem, it is a remarkably fine imported whisky – and costs $1.50 less.
CANADA HOUSE

ME TOO—*This is one of Carrington & Co.'s image-spoofing ads for Canada House Canadian whisky in a new campaign.*

■ Moreover, its Calvert division's Canadian Ten died ignominiously about a year ago, and Harwood will fill the void. It will sell as a premium item, at the same price as V.O. ($6.50 per fifth). Reviva of the brand will give Sea outlets not handling V.O. a chance to market a Canadian whisky.

Seagram will market Harwood through its General Wine & Spirits Co. Kingsley Bleimeyer, national sales manager for Chivas Regal and Chivas Royal Salute scotch whisky, has been named to the additional position of national sales manager for Harwood. The company said it was "premature" to talk about naming an agency, and no budget has been set.

Seagram bought the brand in 1953 from Harry M. Silver, who operated Harwood's U.S. marketing arm. Seagram diverted Harwood inventories to V.O., keeping the Harwood label alive with token shipments of about 40 cases a year.

■ Mr. Silver coincidentally also figures in the Canada House operation. As president of Carrington & Co., importer of Carrington's Canadian whisky (a six-year-old premium product), he launched Canada House in the U.S. two years ago.

Canada House is a four-year-old whisky selling for about $1.50 less than premium brands. Carrington launched Canada House as a price brand in Michigan, and now has an eight-state market—New York, New Jersey, Pennsylvania, Illinois, Michigan, Ohio, Maryland, Connecticut, and Washington, D.C.

Last month, the company tried a new tack in advertising with 200-line cartoon-style ads in a wide list of newspapers, including the *Chicago Sun-Times, Cleveland Plain Dealer, Detroit Free Press, New York Times, Philadelphia Bulletin*, and *Pittsburgh Press*. The ads will run roughly once a week.

Based on cartoons by William O'Brian (of *The New Yorker*), the ads are intended to kid the prestige image ordinarily used by Seagram and Hiram Walker, said John Rich, account executive at Ellington & Co.

■ Mr. Rich (who moved to Ellington from C. J. La Roche & Co., where he handled Canadian Club), said: "This brand deserves a magazine platform, because like all Canadian whiskies it appeals to the exotic taste, the desire for lightness, and so on. But what do you do with a brand that's only marketed in a fifth of the country, and at the same time moves into the magazine category?"

The resulting strategy shaped up like this: since Canadian whisky is generally a prestige item, Canada House ads will feature obviously upper-crust people showing they also like to get quality things cheaply.

So far, six ads have been prepared, all headlined: "I'll have whatever he's having." They show a fox-hunter, a deep-sea fisherman, and a sultan with his harem ordering the brand, while an obviously impressed bystander decides Canada House is just the thing he needs, too. #

FLYING CARPET—*This is one of a group of spectacular painted bulletins in the Philadelphia area by Humble Oil & Refining Co., supplementing Humble's extensive outdoor advertising in the area. Agency for Humble Oil & Refining Company is McCann-Erickson, New York.*

Land Joins Westinghouse

Herman Land, previously director of public relations and special projects at Corinthian Broadcasting Corp., has joined Westinghouse Broadcasting Co., New York, in the new post of director of creative services. In his new job, he will be responsible for the coordination of two existing departments—advertising and promotion, and publicity and public relations.

Wife's Food Picks Express 'Real Me,' Janet Wolff Says

EAST LANSING, Oct. 3—There's no "mass market" for food, any more than there is a "composite woman," Janet Wolff, vp of William Esty Co., New York, told Department of Agriculture nutrition specialists here last week.

The author of "What Makes Women Buy" said, "Mass appeal in the popular sense does not exist. A true mass market is made up of many individual differences." She cited Campbell Soup, Pillsbury and Nescafe as marketers enjoying success in selling foods by "constantly using appeals which were selective."

Noting that population growth trends will prompt diversification of types as well as brands of foods (more baby foods, more foods for the aged), she predicted that women will be faced with an increasing variety to choose from.

■ "The one strong, dominant, motivating factor in her choice," she said, "is how well a certain food helps her make a presentation of herself to herself and others.

"Few channels of daily activity offer as much chance for a woman to 'live out, act out,' make a presentation of herself, as the purchasing of food," she said.

She urged advertisers to keep in mind that a woman may present herself as (1) family-minded—a home body; (2) secure—peaceful; (3) knowing—the best thing—the right thing; (4) creative; (5) social (because paradoxically she's alone so much); (6) feminine . . . romantic; (7) one of the crowd—conforming; (8) using leisure well—active, energetic—not lazy; (9) adventurous, cosmopolitan, sophisticated. #

WNEW-TV Names McArdle

John E. McArdle, formerly vp and director of sales of WNEW-TV, New York, has been appointed to the new post of vp and general manager of the Metropolitan Broadcasting station.

Kleen King Names Stebbins

Kleen King Home Products Co., City of Industry, Cal., has appointed Hal Stebbins Inc., Los Angeles, to handle advertising for its line of household cleansers.

Blum Adds Iron Clad

Iron Clad Products, San Francisco, has appointed Art Blum Agency, San Francisco, to handle advertising for its new Bakelite plastic golf iron covers.

New ARB Study

Top 50 TV Markets in Homes Delivered

ARB ranks the top 50 TV markets as follows, based on homes delivered, 6:00 p.m. to midnight, Sunday through Saturday, ARB November 1960 and March 1961 nationwide sweep data combined:

New York	1
Los Angeles	2
Chicago	3
Philadelphia	4
Detroit	5
Boston	6
Cleveland	7
Pittsburgh	8
San Francisco	9
St. Louis	10
Washington	11
Dallas-Ft. Worth	12
Indianapolis	13
Seattle-Tacoma	14
Minneapolis-St. Paul	15
Buffalo	16
Baltimore	17
Kansas City	18
Cincinnati	19
New Haven-Hartford	20
Milwaukee	21
Portland, Ore.	22
Columbus, Ohio	23
Atlanta	24
Houston	25
Miami	26
Charleston-Huntington	27
Memphis	28
Albany-Schenectady-Troy	29
Grand Rapids-Kalamazoo	30
Syracuse	31
Providence	32
New Orleans	33
Dayton	34
Tampa-St. Petersburg	35
Denver	36
NASHVILLE	**37**
Charlotte	38
Louisville	39
Saginaw-Bay City-Flint	40
Sacramento-Stockton	41
Birmingham	42
Oklahoma City	43
Toledo	44
Wilkes-Barre-Scranton	45
Omaha	46
Harrisburg-Lancaster-Lebanon-York	47
Tulsa	48
Johnstown-Altoona	49
Spokane	50

Is Nashville on your list? It should be.

WLAC-TV CBS 5

WSIX-TV ABC 8

WSM-TV NBC 4

You get a lot to like in Nashville!

the Roanoke, Virginia, newspaper food market is **3 TIMES LARGER** than its Metro ranking indicates

FLASH! World-News Wins SNPA South Eastern Newspaper Annual ROP COLOR SWEEPSTAKES AWARD

THE ROANOKE TIMES

The Roanoke World-News

SAWYER-FERGUSON-WALKER, *Nat'l Representatives*

Fresh **MISTLETOE** for CHRISTMAS PROMOTIONS

Send for full details—BOX AA

HOLIDAY PROMOTIONS, INC.

a Sub. of Orchids of Hawaii

305 7th Ave., N.Y. 1, N.Y. • OR 5-6500

Branches: 469 E. Ohio St., Chicago 11, Ill. • Tel. 467-5765 • 24333 Narbonne Ave., Lomita (L.A.) Cal. • DA 5-0381

SHOW

THE
MAGAZINE
OF
THE
PERFORMING
ARTS
$1.00
OCTOBER 1961

BRENDAN
BEHAN

ROBERT
BENDINER

AL
CAPP

HAROLD
CLURMAN

BILL
DAVIDSON

LESLIE
FIEDLER

MARTIN
MAYER

JACK
RICHARDSON

ARTHUR
SCHLESINGER

VIRGIL
THOMSON

KENNETH
TYNAN

By now you probably cannot find copies of Show's October premiere issue on the newsstands—but you *can* find them at home with 100,000 of the most influential, communicative families in America

SHOW

THE MAGAZINE OF THE PERFORMING ARTS / 730 EAST 57TH STREET / N. Y. 22

Note: Show's October and November issues contain 55 all-new advertisers. Why not include yourself in the Show success story of 1962?

CHALLENGE TO TRIAL—*Imperial's introductory b&w newspaper ad invites luxury-car prospects to "thorough comparison tour all by yourself."*

Industrial Litho Names Three

Industrial Lithographic Co., New York, has named Thomas A. Baiocchi president; Emil M. Martocci vp-secretary; and Joseph W. Clark vp-treasurer, following the resignation of E. Victor Martocci as president and Francis X. Martocci as treasurer.

Anderson Joins Kollsman

Jack G. Anderson, formerly vp of marketing of General Dynamics/Electronics, has joined Kollsman Instrument Corp., major division of Standard Kollsman Industries, Melrose Park, Ill., in the same capacity.

Official Promotes Koerner

Howard B. Koerner, formerly executive in charge of product acquisition for Official Films, New York, has been appointed vp in charge of product acquisition for the tv film distributor.

A Technique for Producing **IDEAS**

Where do the moneymaking ideas come from—those ideas which make successful novels, radio and television programs, moving pictures, sales campaigns, and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the formula which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $2.00 postpaid. *Illinois residents please add 4% (.08c) State Sales Tax.*

ADVERTISING AGE, 200 E. ILLINOIS ST., CHICAGO 11, ILL.
Attn: Book Department

'Malt Is Witch,' Robertson's Scotch Campaign Declares

NEW YORK, Oct. 3—Kobrand Corp. is using a large list of newspapers on the East and West Coasts to tell scotch drinkers that "The malt is the witch" in the making of Robertson's Yellow Label scotch whisky.

That's the way a Highlander says, "The malt makes the difference."

Launched Sept. 18, the Kobrand campaign consists of three small-space ads. The New York schedule includes *Cue*, the *Journal-American* and the *New York Times*, plus *Where*, a hotel magazine. At the same time, the West Coast ads go in regional editions of *Esquire* and the *Wall Street Journal*, as well as *Daily Variety*, *Where*, the *Los Angeles Herald Express* and other newspapers.

Hicks & Greist is the agency. #

Katz Joins Seven Arts

Norman Katz, previously vp in charge of foreign operations for Television Industries, has joined Seven Arts Associated Corp., New York, tv film distributor, in the new post of vp in charge of foreign operations. He will make his headquarters in London.

Reisner Named Sales Head

Stanley L. Reisner, formerly assistant circulation manager of Popular Publications, has been named to the new post of director of sales for Paperback Library Inc., also New York. The company, which started in June, publishes four titles a month.

Collins Named VP

John L. Collins, who succeeded John J. Veronis as advertising director of *American Home*, has been appointed a vp of Curtis Publishing Co. Mr. Veronis became ad director of *Ladies' Home Journal*.

Byrde, Richard Adds Arco

Arco Publishing Co., New York, book publisher, has appointed Byrde, Richard & Pound, New York, to handle its advertising. The account was formerly handled by William G. Seidenbaum & Co.

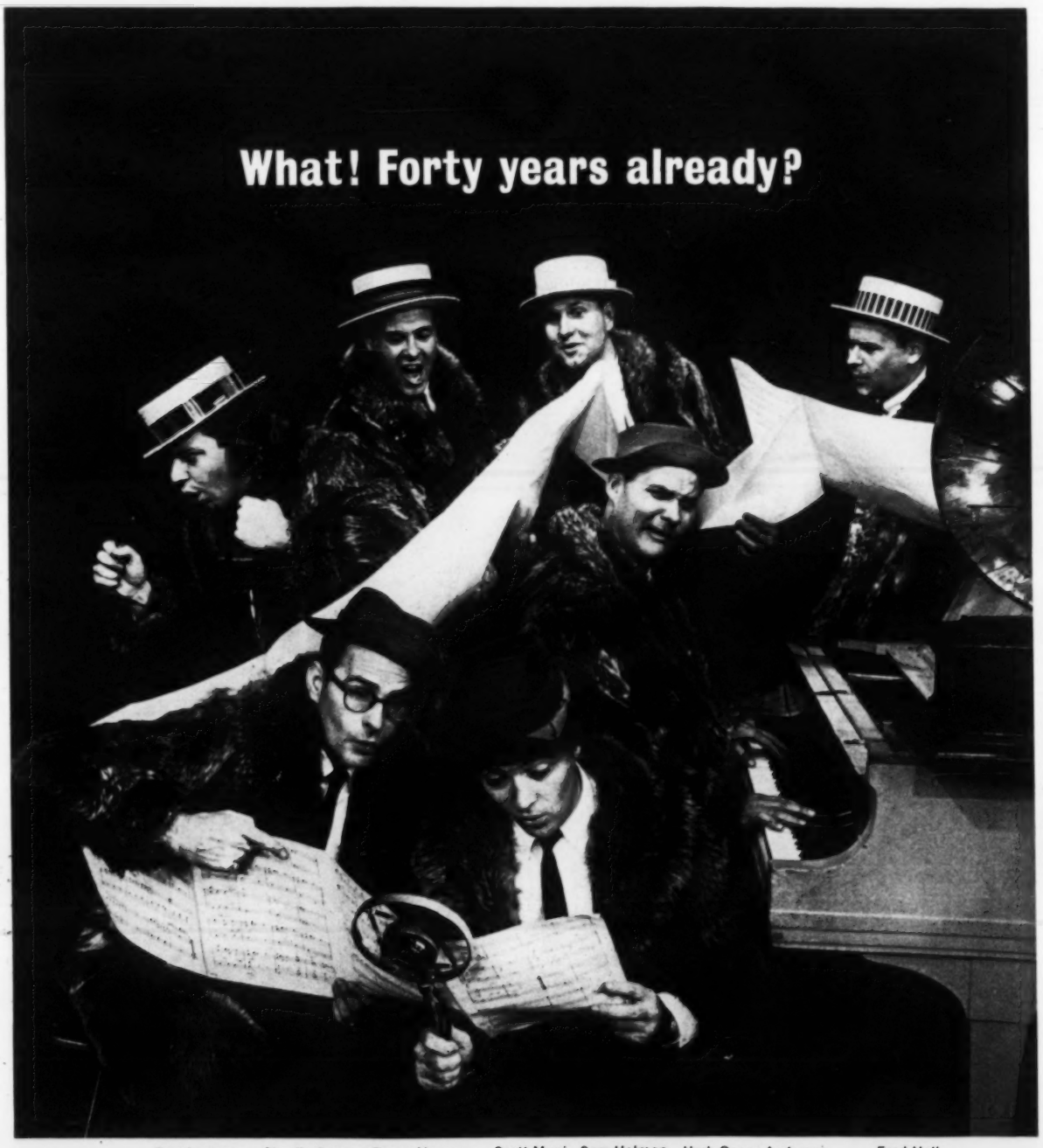
Lamport Joins Elliott

Edward Lamport, formerly an art director of Grey Advertising, has joined Elliott Associates Advertising, New York, as art director.

Nielsen Names Allison VP

E. P. Allison, a member of the New York client service staff of A. C. Nielsen Co., has been elected a vp.

What! Forty years already?



Dan Ingram 3-6:15 PM | Charlie Greer 1-3 PM | Bruce Morrow 10 PM-12 Mid. | Scott Muni 7:15-10 PM | Sam Holman 11 AM-1 PM | Herb Oscar Anderson 6-10 AM | Fred Hall 10 AM-6 PM Sun.

Time flies. So does WABC. And so do the delighted listeners to the Swingin' Seven from 77. Fly with us to our Fortieth Birthday Party. Special features. Special events. Extra Special prizes and surprises. All day. All month. And, of course, First Person News, Your Kind of Music. All the time on THE NEW SOUND OF NEW YORK.

WABC
RADIO CHANNEL 77
on your sound dial

CHOICE CHICAGO OFFICE SPACE

in the

Advertising Age Building

If you are considering new office space in Chicago, we cordially invite you to inspect availabilities in the new *Advertising Age Building* at 740 N. Rush Street.

This building, which will become our headquarters in April, 1962, is now being extensively remodeled with the installation of a beautifully modern entrance and lobby, new automatic elevators and central air-conditioning.

The building is ideally located just one block west of Michigan Avenue and one block south of Chicago Avenue —close to bus, subway, Lake Shore Drive, and the Ohio-Ontario interchange with all expressways. There is also ample parking across the street.

The rent for this distinctive, convenient location is less than for any comparable space within miles—and it includes air-conditioning!

Desirable space, in any size units (up to 20,000 square feet on one floor) will become available between now and April, 1962.

The *Advertising Age Building* is particularly well suited for agencies, publishers, media representatives, research organizations, art studios, graphic arts services and other allied interests. We already have a lease from one agency and strong show of interest from several publishers.

If you would like to see space, or talk further about the possibilities, please call or write Jack Barnett, Advertising Age, 200 E. Illinois St., Chicago 11 (DElaware 7-5200)

Creative Creeds Smack of New Business Solicitations: Herrick to New Haven Admen

NEW HAVEN, Oct. 3—Some agencies have come to wield their creative philosophies the way Bat Masterson brandishes his gold-headed cane, Burke C. Herrick, president of Remsen Advertising, told the New Haven Advertising Club at its Sept. 25 meeting.

Mr. Herrick, who joined Remsen from J. Walter Thompson Co. early this year, said the battle between the "inventive" and "hard-sell" schools sometimes becomes "less a matter of professional conviction of what's best for the client than a vehicle for new business solicitations."

He said both schools have their places, and that neither should be exclusively embraced by an agency. "Which approach is better depends on the marketing problem, the product, its price, its competition and many other factors, rather than a basic agency preference for one approach.

"We believe this attitude is important, because the two techniques have actually become, in their own right, a means of self promotion on the part of agencies which completely endorse one over the other. Individual agencies have shaped, or are attempting to shape, their own images to one or the other of these two currently popular advertising philosophies."

Mr. Herrick said it is all right for an agency to wield its creative philosophy like a Bat Masterson on tv, "provided the type of account and its product or service that comes your way happens to fit your agency's format—otherwise, look out!

"In fact, it's interesting to note that in actual practice, the one-sided formula partisans frequently find it necessary to borrow freely from each other's philosophies. For instance, the current Shell newspaper campaign produced by Ogilvy, Benson & Mather is much closer in feel and format, in fact, to the '12 good reasons' Ted Bates-type of approach than to any other I can think of."

■ Mr. Herrick cited some apostles of these conflicting creeds: "By far the most articulate—and visible—figure leading the hard-sell or pseudo-scientific troops into battle is Rosser Reeves, chairman of Ted Bates & Co."

As for the "inventive" school, "at the head of this gray flannel line stands William Bernbach, president of Doyle Dane Bernbach."

Mr. Herrick said these concepts now are beginning to reshape industrial advertising, too. "This is a field where the so-called 'believable benefit' in the headline has reigned unchallenged for many years. Lately, the new creative concept has been applied skilfully and successfully by agencies with imagination, and by clients with courage and open minds." #

● This big, expert news-gathering and editing staff builds effectiveness for advertising in The Chronicle. Only in this newspaper is local, national and world news presented complete, available at the time choice of the reader. Almost 200,000 people depend on the Chronicle for news in depth.

These same people, with just under 1/3 of a billion dollars to spend, look for advertising messages in depth in The Chronicle, too. They *want* the shopping convenience of advertising in their newspaper.

Join the advertisers who are using the productive, profitable influence of The Muskegon Chronicle. Add The Chronicle to your list.

this big Muskegon news staff builds action for your ads

News room of The Muskegon Chronicle

"BEST FOR NEWS AND ADVERTISING TOO"

THE MUSKEGON CHRONICLE

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 ● Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 ● Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 ● William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

Fairchild Names Five to 'Drug News Weekly' Staff

Fairchild Publications, New York, has named William L. Nightingale as ad promotion manager of *Supermarket News* and *Drug News Weekly*. Mr. Nightingale, formerly sales development manager in the eastern office of Chicago *Sun-Times* and *Daily News*, succeeds Joseph M. Kessler, who has joined the ad sales staff of *Supermarket News*.

Also named to the ad sales staff of *Drug News Weekly*, which bowed Sept. 27, are: Douglas Schwalbe, formerly ad sales representative for *Supermarket News*; Fred Dieffenbach, formerly with Time Inc.'s merchandising department; John W. Heaney, formerly assistant to the media director, Sudler & Hennessey; and Richard L. Stauffer, for the past six years with General Electric Co., Chicago, who will be midwestern representative.

Crook Elected Adclub Head

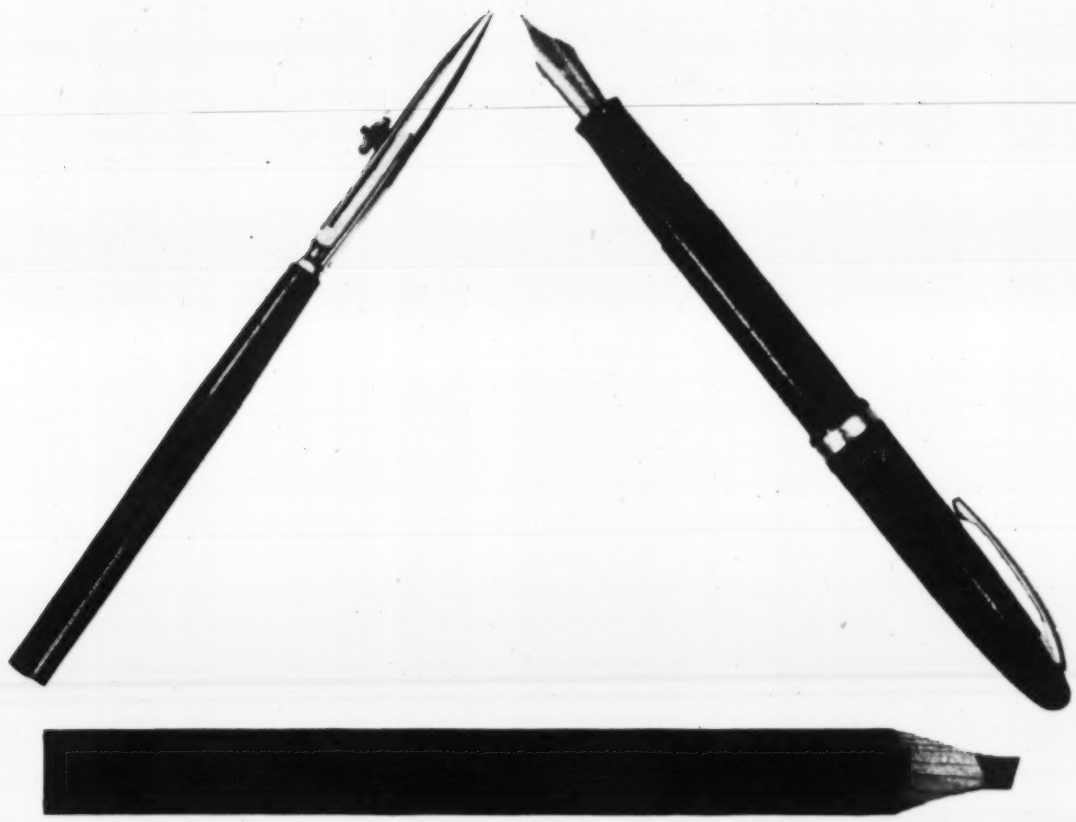
Jay Crook, former publicity head of the Clearwater Chamber of Commerce, Clearwater, Fla., has been elected president of the newly organized Clearwater Advertising Club.

Automotive Book to Hazard

Automotive Industries, a Chilton publication, has followed Howard A. Harkavy to Hazard Advertising Co., New York. Mr. Harkavy recently dissolved his agency to join Hazard.

Molnar Joins Hoyt

J. Dennis Molnar, formerly with Compton Advertising, has joined Charles W. Hoyt Co., New York, as a creative executive.



THE CASE OF THE THREE-SIDED SALE

No love affair, the eternal triangle in the building industry is strictly a business matter. It involves three important parties: the architect/engineer, the contractor, and the client. Anyone who would do business with the building industry must "sell" all three.

Architectural FORUM neatly solves the thorny problems of the three-sided sale. Its editorial content embraces the three main areas of building: the art of architecture, the technology of construction, and the economics of building. It appeals to the particular interests of architects, contractors, and clients —and to the joint interests of all three.*

This fact alone sets FORUM apart — makes it essentially different from any other publication serving the industry, and makes it essential reading for 62,000 building professionals, principally architects, contractors and clients. This also makes FORUM an essential selling medium for advertisers because FORUM alone reaches all three sides of the building sale — all at once.

*Reader interest in FORUM runs unusually high. Evidence: the lively letters-to-the-editors pages, the great volume of press pick-ups (five times that of the other two magazines in the field) and the findings of an independent survey of reader interest. This continuing survey shows that reader interest in the editorial content of a typical issue averages 62 per cent per page and that the interest among architects, contractors, and clients is almost equal.

FORUM: essentially different — for readers... and for advertisers

Congress Gets Old 'Householder' Mail Privileges Back

WASHINGTON, Oct. 3—Mailer, envy your congressman. He has the answer to rising mailing costs. Or at least he thinks he has.

Like all mailers, congressmen fret at rising costs, such as typing, stencils and mailing lists. Congressmen also hate to see those misaddressed envelopes coming back.

So just before going home last week, Congress voted itself a foolproof way to get its mail distributed at minimum cost. Under a provision tucked into a last minute appropriation bill, it authorized the Post Office Department to deliver congressional mail addressed only to "householder."

It was a shotgun decision. For nearly two years, the House has been taking amendments authorizing the congressional "householder" service into appropriation bills. Until last week, the Senate had resisted, denouncing the move as "congressional junk mail."

• Early last Wednesday, however, the House out-slickered the Senate. The congressional "householder" rider had been included in the $1.2 billion supplemental appropriation bill which was the last item on the congressional agenda for this session.

The House passed the bill and adjourned. When senators stood up to strip the "householder" clause from the bill, they discovered they had to accept the bill as is, or leave scores of important government programs with no operating funds for the coming year.

The clause actually restores a right which Congress had until 1958. At that time, the Post Office was running a test program which enabled all mailers to blanket as many homes as they wished by supplying local postmasters with unaddressed "householder" mail.

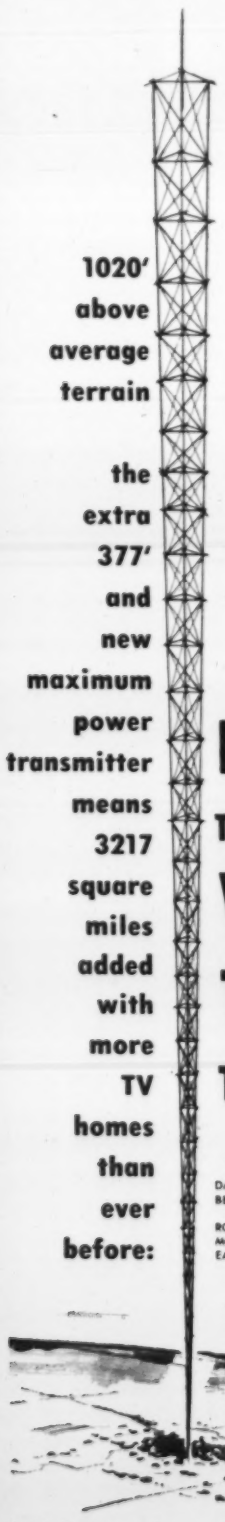
Screams of "junk mail" were heard from housewives, and protests poured in from newspapers and mailing list brokers. In the end, Postmaster General Arthur Summerfield decided everyone, including congressmen, must put an individual address on everything mailed for city delivery. #

TIO Adds 19 Stations

The Television Information Office, New York, has added 19 tv stations to its list of sponsors. They are: WCSH-TV, WGAN-TV and WMTW-TV, Portland, Me.; WPRO-TV, Providence, R.I.; W-TEN, Albany, WKTV, Utica, and WRGB, Schenectady, N.Y.; WTVD, Durham-Raleigh; and WFMY-TV, Greensboro, N.C.; KSD-TV, St. Louis; WALB-TV, Albany, Ga.; WWL-TV, New Orleans; WISC-TV, Madison, Wis.; KDAL-TV, Duluth, Minn.; KXJB-TV, Valley City, N.D.; WHO-TV, Des Moines, KGLO-TV, Mason City, and KWWL-TV, Waterloo, Ia.; and KUTV, Salt Lake City.

Blake to 'Chemical Engineering'

Johnson C. Blake, formerly a sales engineer for Handy & Harman, New York and Cleveland, has been named Atlantic district manager for McGraw-Hill's *Chemical Engineering*. He succeeds John Emery, recently named assistant to Joseph Allen, vp and director of ad sales for McGraw-Hill.



Merchandising Ideas

GE Boosts Relay, Lamps

• A shiny aluminum foil envelope has been used by General Electric's general purpose control department as an attention-getting wrapping for a package of unusual sales promotion material. Mailed to more than 1,000 of its sales engineers across the country, the foil envelope contained actual-size pop-ups of a new 300-volt industrial relay. Each package also contained copies of the space ads and

POP-UPS—*These pop-ups took the place of more expensive actual samples of a new 300-volt relay in a promotion by General Electric.*

other promotion being used and mailers the customers would receive. The mailing to the sales engineers was part of a three-fold introduction for the new product, according to A. G. Davidson, advertising manager of the control department. With the sales promotion package, Mr. Davidson said GE had not only informed its sales force of the product, but also advised them of how the customers were being informed.

GE, in another promotion for its large lamp department, sent out small boxes to business executives. The box contained a candle in the shape of a tiny foot, with a label "1 foot candle." An accompanying folder announced that GE was introducing the "brightest 40-watt cool-white fluorescent ever made." A business reply card invited the recipient to write for more information.

Promotion Aids Victory Ride

• Mercury Record Corp., Chicago, points to its "Wellington's Victory" album as one of the few classical selections to make any "best selling" lists. Through its agency, Herbert Baker Advertising, Chicago, Mercury conducted a bombarding point of sale, direct mail and national advertising campaign to aid Wellington in his ride to victory. Among the promotion pieces for the album was a two-color folder headlined: "Beethoven and Mercury win the Battle of Vitoria for all time." Inside, another headline proclaimed "Wellington's Victory—the biggest boom on the record market." Underneath was a plastic envelope containing two musket shells to emphasize that the recording utilized "the complete forces in Beethoven's original score—French Charleville-Pattern muskets, British Brown Bess muskets, 6-lb. French cannon, 6-lb. British cannon, 12-lb. 18th Century Howitzer and 188 cannon shots and 25 musket volleys synchronized precisely with the music."

Fortune Cookie Boosts Bank

• Disregarding the thought that carting cookies to National Biscuit Co. might seem foolish to some, Philadelphia National Bank sent a batch of Chinese fortune cookies to some 1,300 Nabisco employes in a promotion for the bank's services. PNB's Pennypack Circle office, which opened earlier this year, is

PROSPEROUS FORTUNE—*Philadelphia National Bank sent fortune cookies like this to National Biscuit Co. employes urging them to use the bank's services.*

located near the Nabisco plant, which utilizes the commercial banking facilities of the new bank office. Each cookie, with a concealed message inside, was sealed in a cellophane bag which also contained a small card reading, "A fortune cookie for you from PNB." The message inside the cookies suggested, "You give fortune a push by earning full 3% interest on savings at PNB," and described other bank services. The cookies were baked by Twixt Inc., Long Island City. The promotion was conceived by the bank's agency, Albert Frank-Guenther Law.

Postcards Used as Sales Course

• The Bermico division of Brown Co., Berlin, N.H., manufacturer of bituminized fibre pipe, has created a series of postcards which are being used as a direct mail sales training course. Included on each card is the selling

SALES CARDS—*This is one in a series of postcards being used as a direct mail sales training course by the Bermico division of Brown Co.*

theme, "Sales grow when you know your product." Each card carries a separate message about the pipe's features, illustrated by a cartoon. Two groups of five cards make up the complete mailing, which Bermico is sending at weekly intervals to its own sales force and to its distributors' sales forces.

Carton Tells Own Story

• Canada Packers Ltd., Toronto, used something novel in mailers to announce improvements in Domestic shortening's package design to the retail food trade. Actual die-cut carton flats were used. The inside (or blank) part of the carton was printed to show a flaxen-haired, pink-cheeked baby in a diaper pinned with a large metal safety pin. On the baby's "tummy" was printed: "Just arrived—something new—something fresh—something bright." The recipient was asked to remove the pin and tear off the diaper cover. When the cover was removed, a message underneath asked the reader to note the new carton colors. Canada Packers' agency, Cockfield, Brown & Co., designed the mail piece. #

Corn Products Shuffles Marketing Personnel

Best Foods division of Corn Products, New York, has made some personnel reassignments in its marketing setup: Robert Wheeler, marketing director for Mazola margarine, has been assigned Mazola oil, as well; William E. Hecht, formerly product manager on Mazola oil and Karo syrups, has moved to Mr. Wheeler's group and will continue to handle Mazola oil; and F. Bruce Hamilton, formerly product manager for Mazola margarine, has been named to a similar post for Karo syrups.

Also, Robert Braun, formerly advertising manager under Albert Brown, vp of advertising, has been appointed product manager for Skippy peanut butter. He succeeds Joseph Durber, who resigned. Robert Dobbin, previously product manager for Hellman's mayonnaise, replaces Mr. Braun.

Clinton Boosts Collinson

Robert Collinson has been promoted to the new title of director of marketing services in Clinton Engines Corp.'s new marketing division, Maquoketa, Ia. He was formerly account executive in the Maquoketa plant.

Waldie Names Wall PR Head

Raymon M. Wall, formerly an account supervisor, has been appointed public relations director of Waldie & Briggs, Chicago.

The man from Cunningham & Walsh

How are pharmacies boosting cosmetic sales? Which lines move best in drug stores? Just ask copy supervisor Bill Gale. By working in-store, C&W men develop a retail-mindedness that's easy to spot in our advertising—and hard to top. It's why we believe the "Man from Cunningham & Walsh" program gets results for our clients. Cunningham & Walsh Inc. Offices in: New York, Los Angeles, San Francisco, Dallas.

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!
Let Marie handle your complete mailings — including addressographing, addressing, multigraphing fill-in on multigraphed letters and planographing.
Marie keeps your Mailing List up-to-date too and frees you from all the detail work.
Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.
The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois

A Spectacular NEW Magazine for Women!

A Sensational NEW Tool for Marketing!

COUPON ALMANAC makes history with an entirely new and original publishing idea. For the *first* time, the appeal and power of dramatic journalism are merged with the excitement and *action* of mass couponing.

COUPON ALMANAC guarantees 8,000,000 circulation for its first issue. No subscriptions. No deals. It will be sold only at its full cover price of 25c in the 30,000 key supermarkets of the big urban and suburban shopping centers. Every reader must be an active shopper and there can be no waste in marginal markets!

COUPON ALMANAC is both a great advertising medium and the greatest tool for mass couponing ever devised.* It cuts couponing costs, avoids waste, and makes coupon misredemptions utterly impossible. Available in regional editions for advertising and couponing, or for advertising alone, COUPON ALMANAC can match your markets, your promotional plans, and your budgets.

Now is the time to not only include COUPON ALMANAC in your 1962 plans, but to protect your plans with definite orders. Coupons cannot be accepted for competitive products and each coupon contract includes a valuable renewal option. Write today for rates and full information. COUPON ALMANAC, 400 North Michigan Avenue, Chicago 11, Illinois. *The COUPON ALMANAC concept was market tested in 1959 within a limited area as COUPON Magazine. 176,000 women mailed STC 2,228,000 coupons with proofs of purchase for cash redemption . . . *and no misredemptions!*

COUPON ALMANAC

THE MAGAZINE FOR URBAN AND SUBURBAN LIVING

COUPON ALMANAC is a property of Statistical Tabulating Corporation

ABC-TV Sales Names Stein

Walter M. Stein, director of research for ABC-TV National Station Sales, New York, has been promoted to director of marketing and research for the ABC station representative subsidiary.

Lawrence Expands Services

Robert Lawrence Productions' tv tape division in Toronto, Ont., now will offer complete studio and mobile facilities for tape production by special arrangement with Taylor Video Corp.

Winters Joins Katz Agency

Thomas R. Winters, formerly with WWJ, Detroit, has joined the radio sales staff in the Detroit office of the Katz Agency, media representative.

WDRC Names John Blair

WDRC, Hartford, formerly handled by Peters, Griffin, Woodward, has appointed John Blair & Co. as its national representative.

New ARB Study

Top 50 TV Markets in Homes Delivered

ARB ranks the top 50 TV markets as follows, based on homes delivered, 6:00 p.m. to midnight, Sunday through Saturday, ARB November 1960 and March 1961 nationwide sweep data combined:

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Cleveland	7
Pittsburgh	8
San Francisco	9
St. Louis	10
Washington	11
Dallas-Ft. Worth	12
Indianapolis	13
Seattle-Tacoma	14
Minneapolis-St. Paul	15
Buffalo	16
Baltimore	17
Kansas City	18
Cincinnati	19
New Haven-Hartford	20
Milwaukee	21
Portland, Ore.	22
Columbus, Ohio	23
Atlanta	24
Houston	25
Miami	26
Charleston-Huntington	27
Memphis	28
Albany-Schenectady-Troy	29
Grand Rapids-Kalamazoo	30
Syracuse	31
Providence	32
New Orleans	33
Dayton	34
Tampa-St. Petersburg	35
Denver	36
NASHVILLE	37
Charlotte	38
Louisville	39
Saginaw-Bay City-Flint	40
Sacramento-Stockton	41
Birmingham	42
Oklahoma City	43
Toledo	44
Wilkes Barre-Scranton	45
Omaha	46
Harrisburg-Lancaster-Lebanon-York	47
Tulsa	48
Johnstown-Altoona	49
Spokane	50

Is Nashville on your list?
It should be.

WSIX-TV ABC 8

WSM-TV NBC 4

WLAC-TV CBS 5

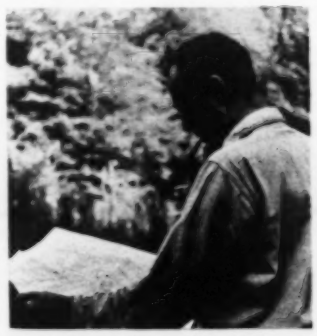
You get a lot to like in Nashville!

MINOR REPAIR—*Alex Adams puts finishing touches on small repair job on his 18' Rhodes 18 sailboat, before setting forth on Long Island Sound. He enjoys the 14-mile sail from Westport to Long Island and back as a day's outing.*

Versatile Adman . Alexander Adams

Alexander Adams, vp in charge of advertising of Bankers Trust, New York, believes in fighting battles.

Mr. Adams, a natural scientist, former FBI man, honorary museum curator, lecturer and letter-to-the-editor writer, through the years has cultivated a strong notion of "what's right."



NEW FRONTIER—*Alex Adams looks over a typographic map of lands to be acquired by Nature Conservancy, the conservationist group he heads.*

When problems of the New Haven railroad commuter service became more than he could bear, for instance, Mr. Adams whipped off an unrepressed letter to his senator and to his local newspaper; the letter was reprinted in the *New York Herald Tribune*.

The former editorial writer and poetry editor of the *Hartford Courant* holds that "the human mind wants something more than money."

■ One of those things, he feels, is recognition. He has supported the Penny Poems operation, which on every school day publishes and distributes a poem by an unrecognized poet. "If the advertising business is going anywhere, it's got to support people interested in words," he believes. This year Donahue & Coe, the Bankers Trust agency, is backing Penny Poems.

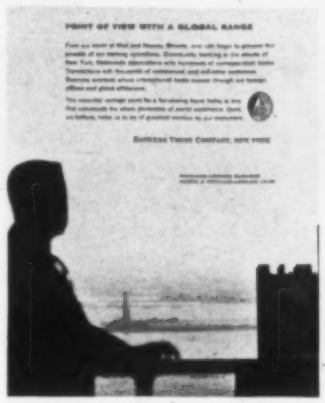
Mr. Adams worked for the FBI from 1942 to 1946, after being advised that the Army and the Navy had no use for an old man married two years and with a wife and child to look after.

■ The Bankers Trust vp is preparing a book on "intelligent non-conformism," which he contends is the best way to beat communism. His book on Cape Cod, illustrated with his own photos of local scenes, is to be published next spring by Devin-Adair.

Mr. Adams is a natural scientist by avocation, although he readily admits his youngest son, Elliott, 14, is "better at it than I am." The elder Adams is president of Nature Conservancy, Washington, whose goal is to buy up wilderness areas before they disappear from the American scene. One reason for preserving our natural areas, in addition to the obvious one of beauty, is to create "gene pools," where scientists some day may discover new medicines from old molds and growths whose function is unknown.

■ His family's interests are likewise varied. His daughter, Harriett, 19, a Bryn Mawr sophomore, worked this summer in a Labrador hospital with the Grenfall mission, caring for Eskimo children. His older son, George, 17, a senior at Exeter, was an apprentice at an experimental theater in Westport. Young Elliott worked last summer for Powdermill nature reserve of Carnegie Museum, where his father is an honorary curator.

Mr. Adams' wife, Lucy, is the daughter of the former headmaster of the college he attended at Yale. Though they lived across a court from each other for four years, they met later, on a ship bound for Europe. They were married in 1940.



WORKING PHOTOG—*The photo for this b&w page ad for Bankers Trust was made by Alex Adams, Bankers Trust advertising vp.*

VERSATILE VEEP—*Alexander Adams, advertising vp, at his desk at Bankers Trust.*

ARE YOU MISSING? THIS HIGHEST-QUALITY MARKET OF ALL ?

OTHERS AREN'T
YACHTING led all consumer monthlies* in total advertising pages for the first 6 months of 1961.

QUALITY CHARACTERISTICS
YACHTING readers are club members (82%), predominantly professional people and executives whose average annual income is $17,774, median income $14,360. 83% are home-owners, over 60% own at least 2 cars, 95% own a yacht, and 85% travel abroad (mostly first class). And they entertain a lot — at home, on board, at the club.

CONCLUSION: If yours is a quality product or service, it belongs in YACHTING.

FOR ADDITIONAL INFORMATION— or to place your space order — write, or call collect, Bob Bavier.

Fortune was second. We recommend it too!

Yachting POWER AND SAIL

YACHTING PUBLISHING CORP.
205 E. 42 ST., N. Y. 17, N. Y.
MURRAY HILL 9-0715

P&G's Wood to Retire

Thomas J. Wood, a vp and director of Procter & Gamble, Cincinnati, will retire Oct. 31 after 42 years with the company. Mr. Wood has been vp of sales from 1943 until February of this year. Since then, he has served as a vp responsible for certain special company projects.

U. S. Yachts to Chambers

U. S. Yachts, Westport, Conn., has named Chambers, Wiswell & Moore, Stamford, Conn., to handle its advertising.

Levine Moves Offices

Mervin & Jesse Levine has moved to 1270 Sixth Ave., New York.

FILMSTRIPS
From Artwork or Transparencies
Black & White or Color
FAST SERVICE
Also Record Pressings or Tapes
35mm color duplicate slides
write for prices
Colind Photography, Inc.
P.O. Box 165 Peoria, Illinois

Gumpertz Agency Adds One

Great Western Paint Co., Los Angeles, maker of paints and catalyzed coatings, has appointed Gumpertz, Bentley & Dolan to handle its entry into the industrial and consumer markets. Previously, the company was a supplier of private label brands.

Zeld Promoted to Art Head

Emanuel Zeld has been promoted to art director of the New England division of United Advertising Corp., New Haven, Conn., succeeding Alexander Murdoch, who has retired after 38 years with the agency. Mr. Zeld has been with United since 1946.

Mission to Atherton-Privett

Mission Home Products, Los Angeles, has assigned its ad account to Atherton-Privett. The account, formerly with Max Becker Advertising, makes insecticides and housewares. The ad budget is about $40,000.

Monticello Drug to Becker

Monticello Drug Co., Jacksonville, Fla., has appointed Robert A. Becker Inc., New York, to advertise its line of cold preparations. Charles W. Hoyt Co., New York, is the previous agency.

JAMA

the medical journal doctors read, re-read and retain

Somerset Community Hospital
RESULTS WORTH MAGNIFYING
Miss Mary J. Sajeski
Circulation Department
American Medical Association
535 North Dearborn Street
Chicago 10, Ill.
Dear Miss Sajeski:
Due to the excellent response we have had to our ad in the AMA Journal, it will not be necessary at this time to continue the ad beyond the 4 weeks ending with the January 28th issue.
Sincerely yours,
SOMERSET COMMUNITY HOSPITAL

Readership in Depth

*Confirmed by outstanding response to classified advertising**

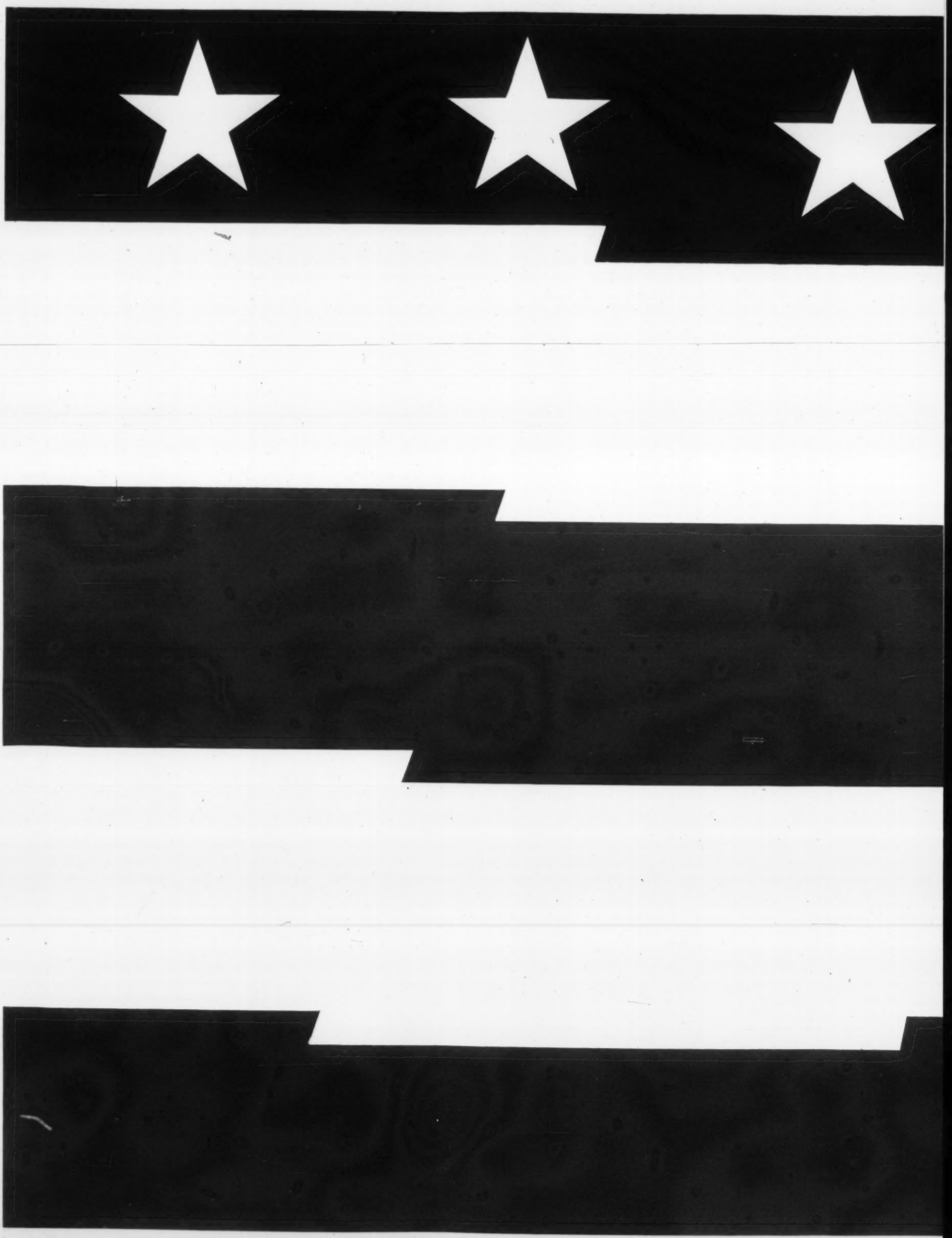
* *Response to classified ads totals 1,000,000 annually. (Each issue carries an average of 250 classified ads...or a total of more than 13,000 per year).*

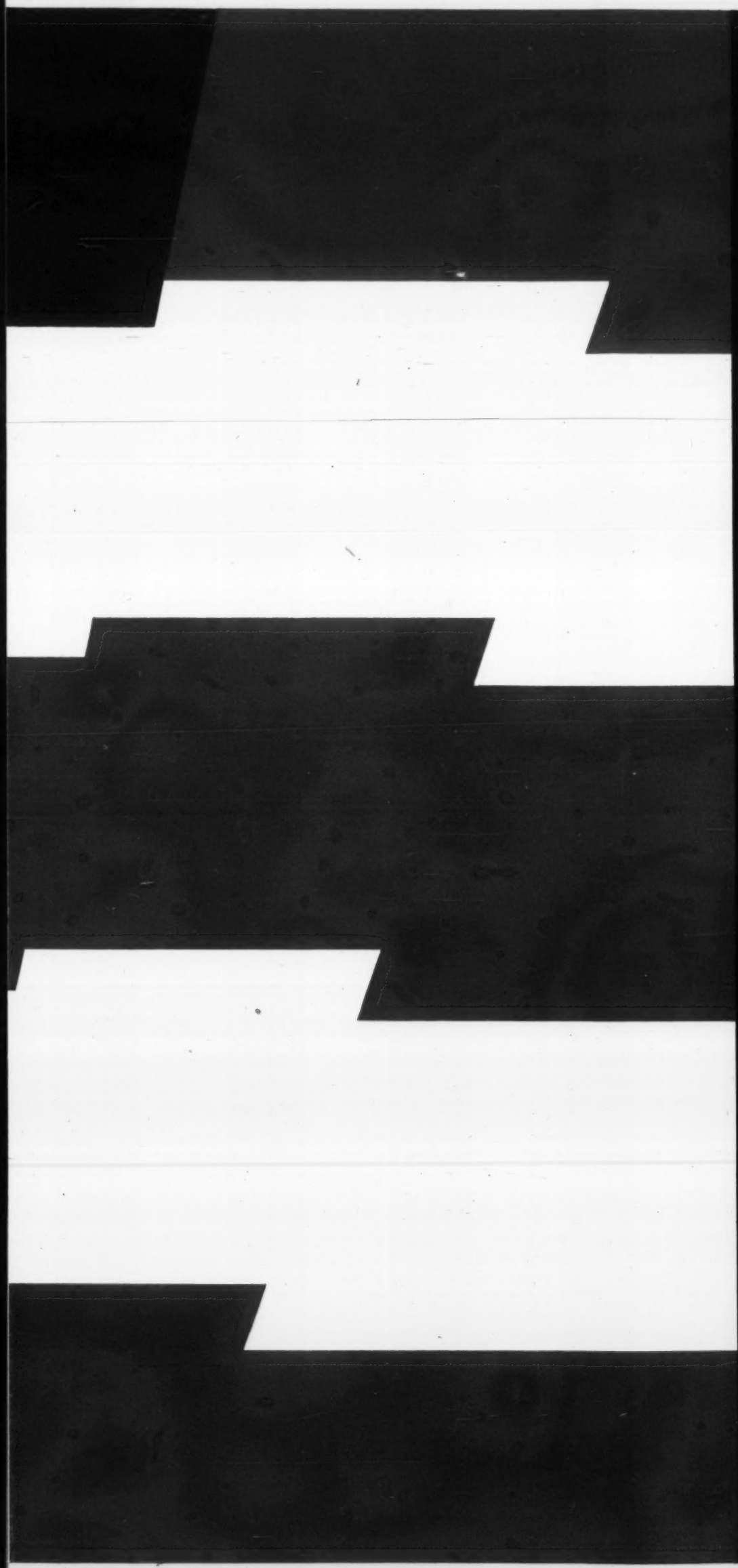
J.A.M.A. provides readership in depth for display advertising, *plus*...

1. **Broad Coverage**—Full coverage of the active medical market: 61,636 GP's, 91,628 Specialists, plus over 20,000 other subscribers—students, hospitals, schools, government, industry and foreign.
2. **High Readership**—The scientifically oriented atmosphere of J.A.M.A. is conducive to doctor readership. Physicians look to J.A.M.A. as a timely and authoritative reference in all phases of medicine. For example, original articles are published often within four weeks from date of acceptance. References and Reviews now publishes abstracts of articles simultaneously with the month of appearance of the original article.
3. **Impressive Frequency**—52 times a year, J.A.M.A. can place your product or service before the nation's physicians in a climate of maximum confidence.
4. **Better Exposure**—The balance of 55% editorial and 45% advertising pages assures greater advertising visibility.
5. **Larger Page Size**—70 square inches of selling area are provided, as contrasted with 29 square inches in other mass circulation medical journals.
6. **Low Cost**—Over-all advertising cost per subscriber is less than a penny.

THE JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION
Published weekly by the AMERICAN MEDICAL ASSOCIATION
535 North Dearborn Street, Chicago 10, WHitehall 4-1500

REPRESENTATIVES:
John McGhie, 475 Fifth Avenue, New York 17, ORegon 9-9383
Vernon J. Wendt, 535 North Dearborn Street, Chicago 10, WHitehall 4-1500





The Facts of Leadership: #1

In Washington, D. C., TIME's circulation is greater than that of Newsweek, U.S. News, Fortune and Business Week *combined.*

TIME is the essential magazine to important people everywhere. Important advertising belongs in TIME... America's Most Important Magazine.

TIME

Technicolor Adds Hawaii

Technicolor Inc. has acquired two Hawaiian companies, Color Laboratories Inc. and Foto Fan Inc., in exchange for 25,000 shares of its stock. The two photo finishing operations will be consolidated under the name, Technicolor Hawaii Inc.

Smart advertisers are putting extra emphasis on...

the fabulous YOUNG FAMILIES with children MARKET

To be specific, families with children spend 76% more for goods and services than do families without children. They spend 94% more for foods; 157% more for footwear; 56% more for women's and girls' apparel; 86% more for boys' and men's apparel; 76% more for housing; 86% more for furniture; 94% more for household appliances; 170% more for cleaning and polishing preparations; 70% more for household utilities; 56% more for automobiles; 86% more for gasoline and oil; 112% more for recreation.

U.S. Dep't of Commerce, Study of Consumer Expenditures, Income and Savings

ONLY PARENTS' MAGAZINE GIVES YOU VIRTUALLY 100% CONCENTRATION IN THIS BIGGEST-SPENDING MARKET!

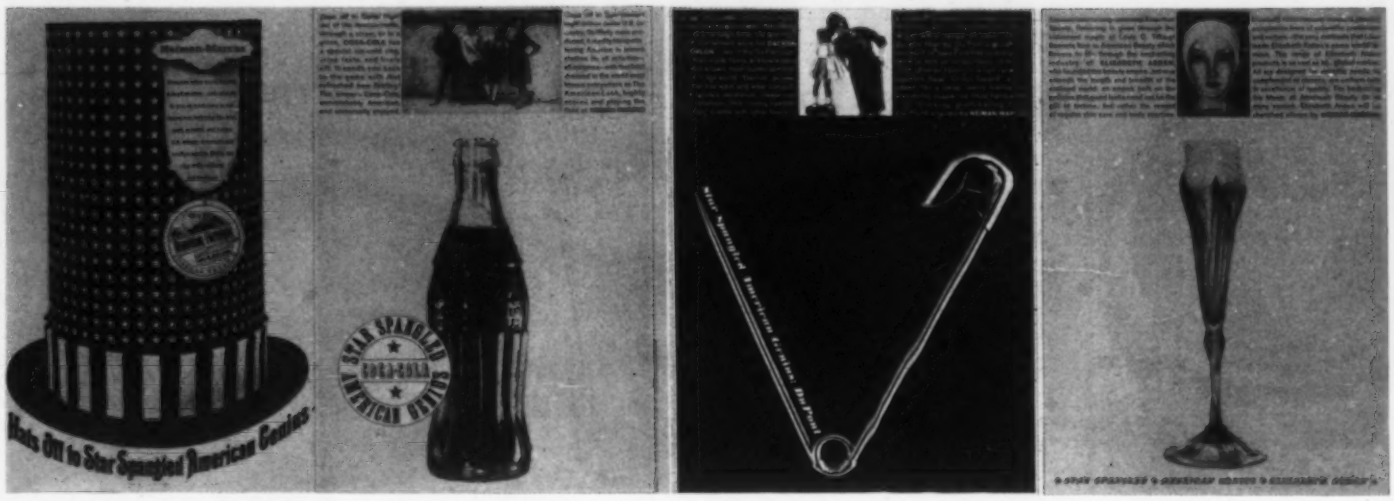
COMMENDED by PARENTS' MAGAZINE

This Seal UPS sales! Ask about its use on your brand today.

Parents' MAGAZINE & BETTER HOMEMAKING

Parents' Magazine Circulation	Children in Parents' Magazine families	Monthly Readership
1,850,000	4,250,000	6,235,000

NEW...FREE! 1961 MARKET DATA BOOK giving valuable information about big-buying families with children. Write for your copy. 52 VANDERBILT AVE., N.Y. 17



SPANGLE ANGLE—*Neiman-Marcus in its fifth annual "Fortnight" celebration doffs its hat to "Star Spangled American Genius" in a 12-page ad in the Oct. 7 New Yorker. Here are the opening page and three of the tributes to American marketers.*

'Country Club Woman' Opens N. Y. Offices, Names Holmes

George F. Walsh Publishing Co., Landisville, N.J., has opened a New York office at 41 Madison Ave. for *Country Club Woman*, to be launched next March. At the same time, Walter R. Holmes has been appointed eastern advertising manager for the new publication. Mr. Walsh formerly represented *Newsweek*, *Time* and *Parents' Magazine*.

Olsen Gets Nielsen Grant

Ole Olsen, of J. Walter Thompson Co., Toronto, is winner of the Rasmus Nielsen Scholarship award, and will receive $3,500 a year to pursue advanced studies in marketing research at the University of Wisconsin. The scholarships were established by A. C. Nielsen, chairman of A. C. Nielsen Co., Chicago, as a memorial to his father, a native of Denmark. Several grants are awarded annually to outstanding students who are natives of Denmark.

L.A. Center Names Olen

Harvey Morse & Associates has named David Olen Advertising, Los Angeles, to handle advertising and public relations for California Mart, a $50,000,000 Los Angeles marketing center project. Ads in apparel trade and business publications, plus direct mail, are planned.

Neiman-Marcus Uses 12-Page 'New Yorker' Unit to Extol U.S.

DALLAS, Oct. 3—Neiman-Marcus launched its fifth annual Fortnight celebration with a 12-page ad in the Oct. 7 *New Yorker*, putting the emphasis on America for the first time.

Each year since 1957, the Texas retailer has devoted a fortnight to promoting the products and people of a single area. In past years, these have been France, Britain, South America and Italy. From Oct. 16-28, the store will honor "the best past, present and future U.S. design, invention and craftsmanship."

The first page of the 12-page unit pictures a tall Uncle Sam hat, with the headline: "Hats off to star spangled American genius." Each following page pictures a world-known American symbol—the ice cream cone, the Yankee dollar, a safety pin, etc.—in combination with a world-known American company.

■ The 11 pages combine a Paul Revere pitcher (and Mr. Revere's 1hp midnight ride) with the 300-hp Thunderbird; a Tiffany glass with Elizabeth Arden; an old-fashioned sewing machine with Supima cotton; the Yankee dollar with Fouke Furs; a covered wagon with American Airlines; a wooden Indian and Churchill Hats; a banjo and Seagram's 7 Crown whisky; Coca-Cola and American sportswear; a piece of whaler's scrimshaw and Wamsutta sheets; a safety pin and Du Pont's Dacron and Orlon; an ice cream cone and Du Pont Antron nylon and Lyrca Spandex fiber.

The Fortnight promotion is not confined to the store alone, but is a citywide festivity. Tie-ins with Dallas civic and cultural groups—from the library to the opera—include films, lectures, plays, concerts and tv programs.

Design and development of the 12-page ad was handled by Push Pin Studios, New York, in collaboration with the Neiman-Marcus ad department. Kay Kerr and Susanne Hulme, of Neiman-Marcus, wrote the copy. #

Gruener Joins DJA&C

Karl M. Gruener, formerly in the motion picture and tv production business, has joined David, Johnson, Andersen & Colombatto, Los Angeles, as director of radio and television, a new post. Mr. Gruener was onetime manager of the Hollywood office of Guild, Bascom & Bonfigli. He resigned that post in 1959 to go into the production business.

Fritz to Langendorf Bakeries

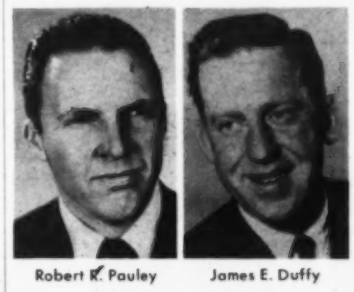
Jimmie Fritz, formerly with Roche, Eckhoff & Associates, has joined Langendorf United Bakeries as director of merchandising for the company's southern California area.

Bess Joins Donahue & Coe

William G. Bess, formerly with Erwin Wasey, Ruthrauff & Ryan, has joined the Los Angeles office of Donahue & Coe as senior creative writer.

ABC Names Pauley President, Boosts Duffy

American Broadcasting Co., New York, has elected Robert R. Pauley president of the network. Mr. Pauley was formerly vp in charge of ABC Radio. At the same time James E. Duffy, formerly national director of sales, has been named vp in charge of sales and William T. Rafael, formerly national program director, has been elected vp in charge of programming.



Robert R. Pauley James E. Duffy

Shanks to Davis, Johnson

Thomas H. Shanks, formerly with McCarty Co., has joined Davis, Johnson, Anderson & Colombatto, Los Angeles, as copy chief.

Calvert to McNaughton-Laub

J. Russell Calvert, formerly with Winfield China Co., has joined McNaughton-Laub, Los Angeles, as an account exec.

Grubb Moves Offices

Grubb Advertising has moved to 3231 N. Meridian, Champaign, Ill.

NEW YORK CITY'S

First new luxury hotel in thirty years

A Renaissance of the Arts of Hospitality

the SUMMIT OF NEW YORK

EAST 51ST STREET AT LEXINGTON AVENUE • PLAZA 2-7000

Robert Huyot, Vice President & General Manager

LOEW'S HOTELS, INC. • PRESTON ROBERT TISCH, PRES. • C.C. PHILIPPE, EXEC. VICE PRES.

This announcement is not an offer to sell, or a solicitation of an offer to buy any of these securities. The offering is made only by the Prospectus.

September 22, 1961

65,000 Shares

Gilbert Youth Research, Inc.

Common Stock

(Par Value 50¢ per Share)

Price $7.75 per Share

Copies of the Prospectus may be obtained from any of the undersigned only in States in which the undersigned are qualified to act as dealers in securities and in which the Prospectus may legally be distributed.

McDonnell & Co.

Incorporated

in The Miami Herald

COLOR VOLUME IS UP...

In the first 6 months of '61 The Herald published 1,100,241 lines of color advertising and soared from 6th to 3rd place among all newspapers in total color volume.

This substantial increase in use of color sales impact in The Herald, plus improved mechanical techniques, means savings up to 21% for you on Herald color rates.*

SO RATES COME DOWN!

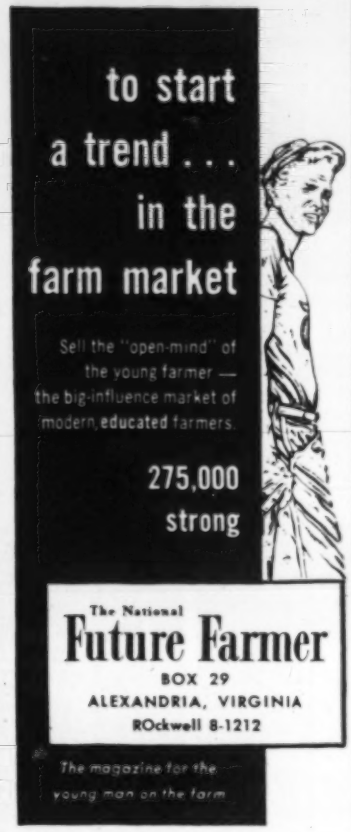
Yes, the way to cover Heraldland, effectively and colorfully, is with The Miami Herald.

The Miami Herald

*See your Story, Brooks & Finley man

Niagara Group Opens Push

Niagara Frontier Industrial Distributors Assn., Buffalo, has launched an institutional advertising program to focus attention on the scope of services and products offered by its member firms.



Dan River Credits Thematic Approach, Campaign Pre-Selling for Doubling Sales

NEW YORK, Oct. 3—Consumers won't see Dan River Mills' "New Horizons in Color" campaign until spring of 1962, but by now the ads are a familiar story to most of the fabric company's direct customers—the 9,000 clothing manufacturers who use Dan River cottons. By Thanksgiving, the drive will have been presented to retailers in 20 markets by a trio of Dan River executives.

The mill credits much of the success of its advertising to this determined pre-merchandising—and to the thematic approach which it adopted in 1954. Previously it had used item promotion, publicizing Dan River fabrics as used by various manufacturers, but since 1954 it has designed garments solely for the ads, thus stressing fabrics and brand names, rather than specific clothing items and a handful of manufacturers.

■ In 1954 the ad budget was $500,000, with sales of $81,776,000. Now, seven years later, it has doubled both sales and advertising, with gross sales of $162,821,000 in 1962 and a budget of more than $1,000,000, split 60-40, spring and fall.

Meanwhile it has increased cutter customers from 6,000 to 9,000, and the use of Dan River hang tags has jumped from 40,000,000 to more than 100,000,000 a year.

Dan River's spring, 1962, campaign will salute "new horizons" in arts, industry and science, with special emphasis on outer space. Ads will show a "typical American family" photographed "in almost a snapshot manner." Backgrounds will include an Atlas rocket, the U.S.S. Skipjack, the assembly line for the Convair 880-990, a modern dance trio and abstract paintings.

■ Here's the timetable for the year-long campaign building, starting in January, when the theme was selected. (Themes must be "topical, impressive in scope, have an American flavor, and have popular—mass market rather than prestige—fashion appeal.")

In March, free lance designers began creating clothes especially for the ads, working at first only with paintings of the fabrics. By April 1 they had 10 yards of each fabric, turned out in a pilot plant, and a fortnight later the clothes were ready for photography. The company's four divisions—dress goods, men's shirtings, sportswear and yard goods—get equal space in the ads.

March also saw the scheduling set: 13 color pages and a color spread in April, May and June in *Esquire, Glamour, Holiday, Life, McCall's Pattern Book, Modern Miss, New York Times Magazine, Parents' Magazine, Seventeen, Simplicity,* and *Sports Illustrated.*

■ Photography for the ads, completed in May, followed the company code: "Models must be pretty (or handsome and virile); . . . healthy; appear to be enjoying themselves; must smile; and they must establish rapport with the reader by looking into the camera."

NEW HORIZONS—*This color page in the May Seventeen is typical of the 1962 spring campaign for Dan River cottons.*

Several of the '62 ads violate the code, it must be reported.

■ In June, a 12-minute film presented the campaign to Dan River salesmen, who hit the road in July on a two-month drive to sell each cutter the campaign—and as much fabric as possible against specific ads. Salesmen carried samples, ad preprints and a souvenir record of America's first manned space flight, for presentation to each cutter.

Starting in September, three Dan River executives will embark on a three-month safari to present the promotion to retailers. A. W. Barber, director of advertising and sales promotion, Nancy Hawes, fashion promotion manager, and Ruthann Coggins, sales promotion manager, will present the promotion to divisional merchandise managers for dresses, sportswear and men's wear, and will leave a resource list of cutters who use Dan River cottons.

■ December will see a series of reminder mailings to buyers, timed to lead up to the buyers' arrival in New York for the January market and visits to cutters' showrooms.

By that time, Mr. Barber says, 50% of the ad program objectives will have been reached, before a single consumer has seen a Dan River ad.

Grey Advertising is Dan River's agency. #

Browning Joins Colgate

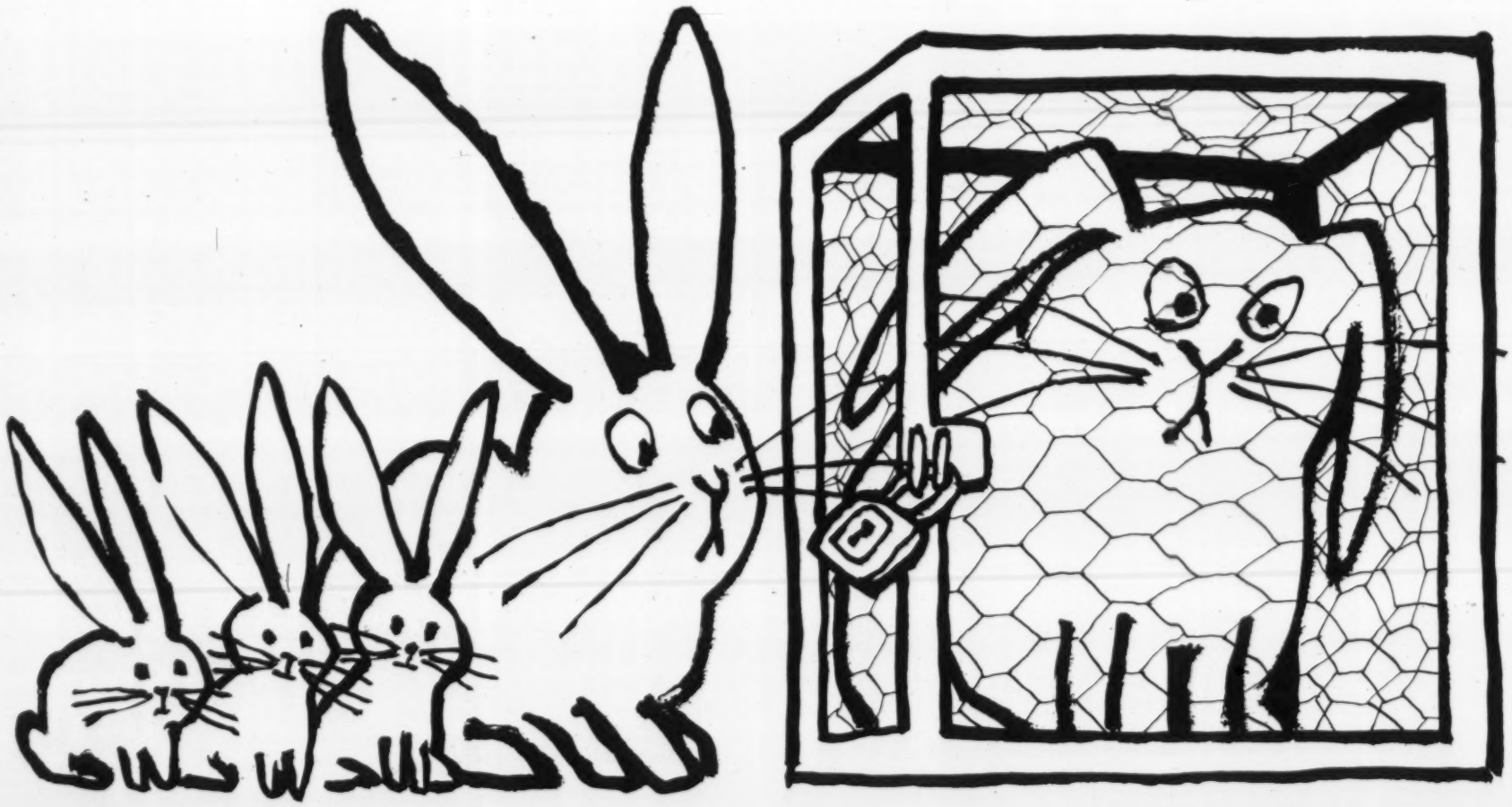
Kenneth F. Browning, formerly responsible for sales and advertising of Quaker Oats Co.'s cereal division, has joined the household products division of Colgate-Palmolive Co., New York, as general product manager. He will be in charge of marketing plans for all products of the division, with the exception of new products.

Einson-Freeman Buys Merrick

Einson-Freeman Co., Fair Lawn N.J., has acquired the Merrick Lithography Co., Cleveland. The newly purchased company will be operated as a wholly owned subsidiary, the Einson-Freeman Co. of Ohio. The companies produce advertising displays.

Adler Appoints Winston

Warren Adler Ltd., Washington, has appointed Allen Winston exec vp. Mr. Winston was formerly an account executive of Ernest S. Johnston Advertising, Washington.



SURPRISING HOW TRENDS CAN BE STOPPED

The fact is, we're not much for breeding bunnies. Now success—that's something else again. Especially with the young ones, the *people* kind. Take a look at these new trends at WTCN-11:

Lunch with Casey. Ruling Pied Piper of Minneapolis-St. Paul, who now has more kids following him than any other TV show in town. Up 143%.* **Popeye 'n' Pete, with Dave Lee.** Also very much alive in upper Midwestern homes. This popular show is currently batting close behind Casey.*

And these special attractions added September 25: *Superman, Rocky* and *Richard Tracy.*

If it's people you want produced, any size, check your Katz man about WTCN-11. A very prolific station. The trend-stopping, trend-*topping* one.

TIME-LIFE BROADCAST

WTCN-11 Independent—Minneapolis-St.Paul

*Nielsen, August

what's your question about

NEWSPAPER

2nd Edition

LET'S INVESTIGATE

PREPRINTS

From Pillsbury's the Grand National
Bake-Off Prize Recipes
From All Over America to the Bake-Off to You ... Recipes to Save!
Fox War Leased
Child-Up Arsenals A-Power

ALIAS: "MULTI-PAGE INSERTS"

This booklet doesn't contain all the answers, but it does attempt to provide some basic insights into this new "giant" in the world of print media. Here are some of the areas which it covers:

- What is a Preprinted Section or a Multi-page Insert?
- Who are the logical users?
- The advantages of using preprints.
- What are the elementary decisions on page sizes, number of pages, color of stock?
- Is localizing practical?
- Typical newspaper rates and data
- Production and delivery
- Transportation
- Postal requirements
- Suggested uses for preprinted sections.

THIS COMPLIMENTARY BOOKLET IS AVAILABLE FROM ANY OF THE NEWSPAPERS LISTED BELOW

. . . or write Standard Gravure Corporation, 643 South Sixth Street, Louisville, Ky.

Atlanta Journal and Constitution

Birmingham News

Cincinnati Enquirer

Columbus Dispatch

The Dallas Times Herald

Houston Chronicle

The Indianapolis Star

The Louisville Courier-Journal

New Orleans Times-Picayune

Newark News

The Phoenix Republic

Pittsburgh Post Gazette

St. Louis Globe-Democrat

The Washington Post

14 of the best of the 55 newspapers who edit and distribute Home Edited Gravure Magazines, serving 41 major markets.

BUYING POWER INCREASING IN MONTREAL!

Total dollar volume of retail sales in Montreal for the first six months of 1961 is estimated at $1,023,520,000 the highest on record for this period.
Here's solid evidence of Montreal's tremendous spending potential which will produce rich sales returns for any advertiser.
Get YOUR share of this spending power by concentrating in The Montreal Star—the one paper that delivers unmatched coverage of Montreal's English market.

Write for a free copy of The Star's Market facts book.

The Montreal Star

Represented in the United States by O'Mara and Ormsbee Inc.

Eugene Lemcoe, 50, Veteran Newspaper Ad Exec, Is Dead

ST. LOUIS, Oct. 3—Eugene J. Lemcoe, 50, assistant to the advertising director of the *St. Louis Globe Democrat*, died September 29. He had been under treatment for heart disease. Before joining the *Globe Democrat* last January, Mr. Lemcoe was advertising manager of the old *St. Louis Star-Times* for 16 years and then ad director of the *Houston Post* for nine years. In the course of his tenure with the *Post*, Mr. Lemcoe was elected president of the Texas Newspaper Advertising Managers Assn. in 1960.

LOUIS GOLDSTEIN

LOS ANGELES, Oct. 3—Louis Goldstein, 64, co-founder of Hygo Television Films in 1952, died Sept. 28 of a heart ailment. He retired in 1959. Mr. Goldstein joined Columbia Pictures in 1930 as Latin America sales manager, and from 1933 to 1934 managed the Milwaukee branch of United Artists. He rejoined Columbia in 1935 as district distributor for Brazil and later became South American supervisor.

OSCAR B. HANSON

NORWALK, CONN., Oct. 3—Oscar Byram Hanson, 67, pioneer in radio and tv broadcasting who wired the Metropolitan Opera House for radio broadcasts, died in Norwalk Hospital Sept. 26. He had suffered a heart attack earlier at his home in Westport.

Mr. Hanson was chief engineer and a vp of National Broadcasting Co. from 1937 to 1954, when he was named a vp of the parent company, Radio Corp. of America. He retired in 1959, but continued as a consultant to RCA. In 1931 he designed the master control system and studios for RCA radio operation in Radio City, New York, for future adaptation to television broadcasting.

FRANCIS J. MALONE

MINNEAPOLIS, Oct. 3—Francis J. Malone, 53, president of Merchandising Aids Inc., died of a heart attack in his home Sept. 24. A pioneer Twin Cities transit advertiser, he began his career with Barron G. Collier in 1937, and helped organize Murray-Malone Inc., transit ad specialist, in 1940, becoming president in 1956. He is credited with originating the "take one" transit ad, and with his partner, Jay Murray, he helped develop the "transit spectacular," advertisements covering the entire side of buses. He was also formerly president of Silk Screen Studios, Minneapolis.

J. HARRY BURRIS

SAULT STE. MARIE, Oct. 3—J. Harry Burris, 56, ad manager of the *Evening News*, died of an apparent heart attack in his home Sept. 30. Mr. Burris joined the *News* in 1933 as an advertising salesman after his graduation from Michigan State University. He was charter president of the Sault Ste. Marie Lions Club and a member of the Izaak Walton League.

CLAYTON S. COGGESHALL

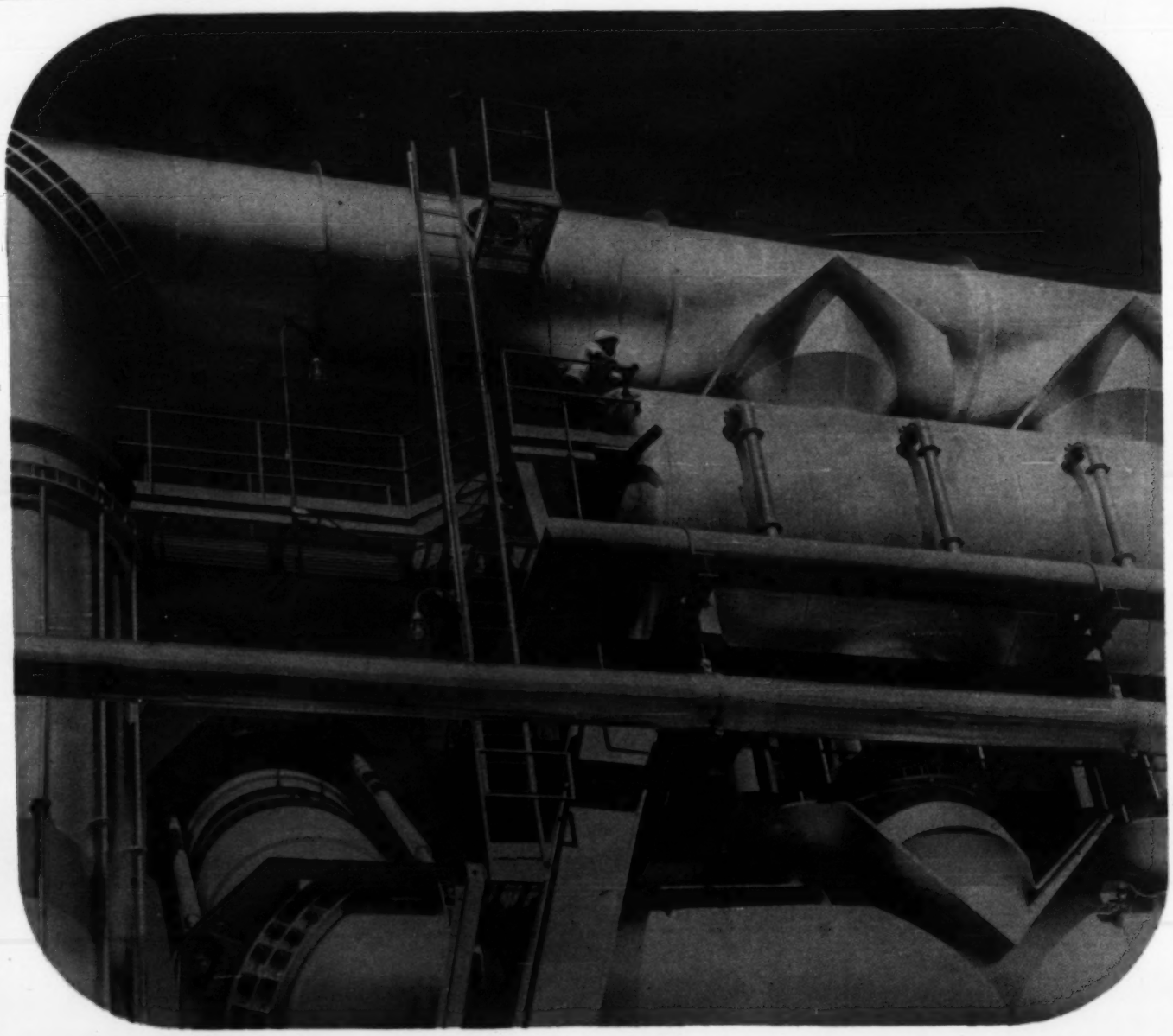
SCHENECTADY, Oct. 3—Clayton S. Coggeshall, 72, retired marketing executive of General Electric Co., died Sept. 23 in Glenridge Hospital after an illness of several months. He had retired in 1953 after 42 years of service. He was manager of marketing for GE's steam turbine division from 1938 to 1951, and later assistant to the manager of the division.

GERARD GARCEAU

MONTREAL, Oct. 3—Gerard Garceau, 53, national advertising manager of *Le Nouvelliste*, Three Rivers, P. Q., died here last month after a brief illness. Mr. Garceau was to have been a delegate to the 13th annual meeting of the Newspaper Advertising Managers' Assn. convention here at which Sylvio Carle, advertising manager of the newspaper, was chosen president. Mr. Garceau was employed by the French-language daily for 25 years, taking over as national ad manager several years ago.

ROBERT L. HERTZLER

SEATTLE, Oct. 3—Robert (Bud) Hertzler, 34, advertising manager of United Control Corp., was killed instantly last month in an automobile collision. Mr. Hertzler, formerly with the *Seattle Times*, joined United Control, electronics manufacturer, in 1953 and became advertising manager in March, 1960. #



A worker is dwarfed by a structure at Marquardt-Air Force jet-space laboratory

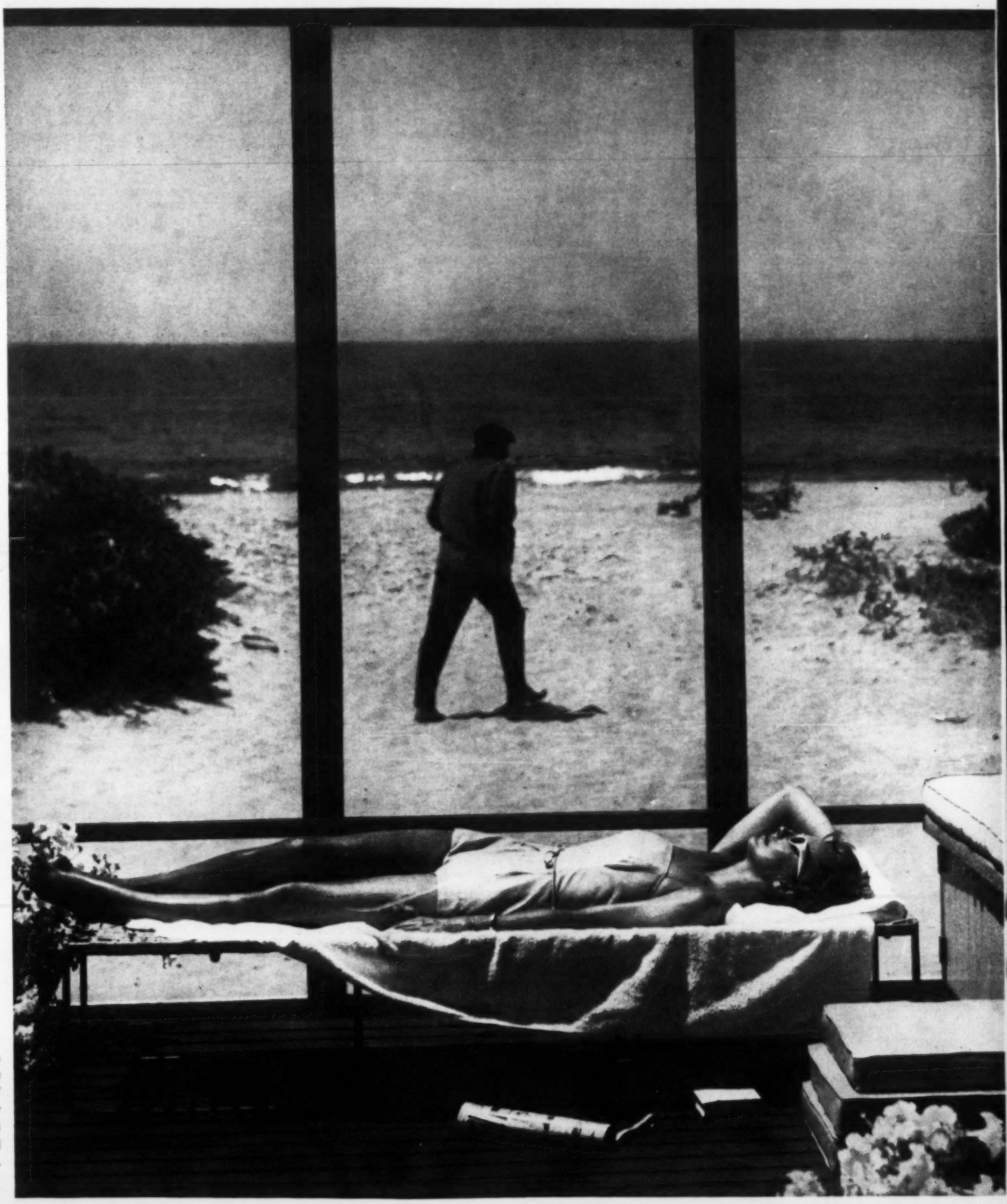
PENTHOUSE FOR A SPACEMAN

At its Ogden plant, Marquardt Corporation builds ramjet engines for the Air Force. A new laboratory nearby develops nuclear ramjet engines and other missile devices. It is part of Utah's big and growing space-age industry which includes Thiokol Chemical, Hercules Powder Chemical Propulsion Division, Boeing, Sperry-Utah Engineering Laboratory — all within 65 miles of Salt Lake City. Thousands of workers; millions in payrolls! This is why we say, take Salt Lake — a market of 1½ million consumers served and sold by **The Salt Lake Tribune-Deseret News and Telegram**

Represented nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network

House Beautiful *did* something about it. In 1949, we invented the concept of Climate Control—the application of regional weather data to house design and siting in each local area. Today, Climate Control is a part of our language, part of the thinking of architects, builders, manufacturers and consumers the world over. And, it's typical of House Beautiful's creative editing—giving our readers the fundamental facts before anyone else. In so doing, we enlarge their understanding of how to live better. They "bought" Climate Control, just as they are buying other new ideas today, because our readers seek new ways to widen their horizons, enrich their lives. When they find them, they start the trends others follow. To sell *all* the people, first sell the *People on the Grow*.

Everybody else just talked about the weather



The glass windbreak shown here is a typical House Beautiful Climate Control idea. It converts "marginal" weather into good weather by eliminating the wind (keeping the view) and creating what we labeled a sunpocket.

House Beautiful... 1st with People on the Grow

572 MADISON AVENUE, NEW YORK 22, N. Y.

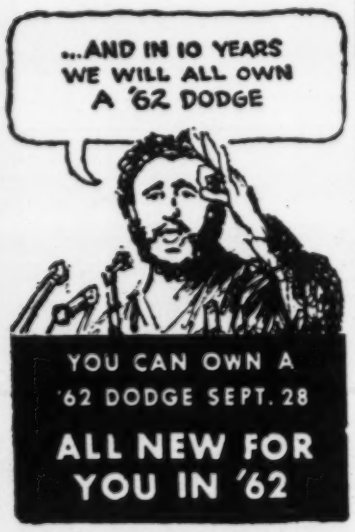
The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Dodge Teaser Ads Highly Unfunny to This Adman

To the Editor: As a member of the advertising profession, I often feel a responsibility to defend indiscretions committed by fellow advertising men, but this display of poor taste is inexcusable. These teaser ads (see clippings) appeared this morning in the *Cleveland Plain Dealer*. Communism is not a laughing matter. I would like to tattoo this sentence across the forehead of every newspaper man, advertising man, and client who is not aware of what is happening in the not-so-cold war which threatens our nation.

May I point out the news headlines which appear next to each of these ads? They are "Russia Threatens Stray Planes," "Irish Overwhelmed in Battle of Jadotville," "French Won't Sit in on Talks With Reds." The same edition of the *Cleveland Plain Dealer* carried such items as "Russia Warns—Rockets to Fire at Stray Planes," "Bishop, 135 Other Priests Expelled by Cuba." Does this type of editorial material permit such advertising?



I am currently in an Ohio National Guard unit which is undergoing increased training for a possible alert and activation which will take me away from my family and my career. The subjects of these advertisements are the reasons for this impending threat to my future plans. Many other young men are in a similar position and do not see Castro and Khrushchev as laughing matters. Are we going to have to defend those who do not understand why we may have to kill or be killed?

Would these advertisements influence me to see, let alone buy, the new Dodge? Certainly not! I happen to own a foreign car. A Peugeot. I am proud of the automobile and its advertising. However, I once owned a Dodge and can only say what I sincerely hope the people behind this advertising campaign are saying by now—never again.

(PFC) John M. Walsh,
Account Executive, Wellman Co., Cleveland.

• • •

Factors Beside Successes Guide Choice of Agency, Lundin Says

To the Editor: . . . You have seen fit to take issue with some of my statements [AA, Sept. 18] which you have a right to do even, I suppose, taken out of context. An editorial column does need controversy—implying, I presume, the opportunity of rebuttal. I also observe that in disagreeing with what I have said you inadvertently (?) recommend that "smart advertisers" think first of employing the services of the six particular agencies cited in the editorial as capable of turning out quality work. This, too, is editorial license of a sort, but what I wonder might be the reaction of perhaps six hundred other agencies who in their terms—and in mine as a matter of fact—also turn out quality work?

The speech from which you drew your material, was not as you might recall, a speech about advertising agencies. Agencies were mentioned for half a page in an eleven-page paper addressed to psychologists on the topic of clinical psychologists functioning in industrial settings. The paper was one of four constituting a symposium on the topic mentioned above, and except for the brief reference to advertising in my own remarks, the advertising field was not being considered, scrutinized, assessed, praised or condemned. I mention this because the reader of your editorial could easily come away with the impression that advertising was the focus of our interest.

As for the context of my own remarks: they were, as stated in the paper, ". . . a highly abbreviated version of a fairly well articulated analysis of competition within the field of advertising." The complete analysis is covered in four issues of a newsletter distributed to advertising agencies during 1960, and in a paper presented to a Four A's group in New Orleans in February of this year.

The statements I made illustrated a point for the psychologists at the meeting—the point being that psychologists in industry have to begin developing theories to account for the things they see. This kind of theory building based upon observations, and later experimentation, if possible, will enable the psychologist to make a distinctive contribution—to the advertising business, or to any business, as he has already done in the fields of education and mental health, for example.

When I propose the theory that agencies are hired not because of what they have done for others, but for other reasons I am offering an alternative way of looking at a complex event—the choice of an agency by an advertiser. I am saying in effect that the "what we have done for others we can do for you" theory is not adequate to account for the kinds of decisions advertisers do make.

I am proposing that the use of that theory to explain what takes place in the field of advertising obscures reality by not telling us very much about the competitive struggle in advertising. The theory I prefer to use instead is that agencies are chosen for reasons of emotion, approach, politics, etc.—events of the moment, and not of the past. You will observe, for example, that almost every agency can muster a well reasoned argument fully documented with examples of previous efforts for other clients. These are expected and logical, for agencies have access to a broad range of talent, and there will be times when everything fits into place for the right kind of client, culminating in brilliant campaigns. Few agencies are deficient in this kind of history.

I should not overburden these ideas since they are a matter of record elsewhere. One further comment is in order: Why do I say that "the boss is the shop," as you put it? I will try to explain an involved phenomenon very briefly. First, I will ask you to accept the principle that "good" advertising is based upon the operation of some kind of creative process. We are learning more about creativity, and even though we have a long way to go, there is one thing most researchers agree to: that creative expression does not flourish equally well under all conditions.

There are few copywriters and art directors who cannot substantiate that one agency or another, one supervisor or another, seemed to bring out their best work. This isn't a new observation, nor is it a discovery to find that within the same agency one client will elicit "better" quality work out of the same people than some other client. How do you explain these events? Agency people work out of their heads, hearts, and experiences—not out of a machine. They are, I feel, delicately tuned to the relationships with their bosses and the clients they service.

The same people can be alert, inquisitive and productive, or—depending upon the atmosphere within which they work—defeated, depressed, and cynical. These, too, are events which all can observe. How do *you* explain them?

As I understand the field, an agency has no product until it works on something for a client. Its history is a record of its achievements, and is not its product. When I say that the boss is the shop I am symbolically asserting that the most significant element in trying to understand how an agency does what it does is the influence of leadership upon agency employes.

I do not say that others make no contribution. But in establishing some kind of model to look at—where agencies are concerned, and where we are talking about what they sell, and about how they get their work done, and about why their work varies as it does—the personalities of leadership are the element I would see as being the most important. What may come second, third and fourth—and how leadership exerts its influence over the creative process—is much beyond the scope of this letter.

Let me close by adopting your own editorial style: I trust that Ad Age recognizes that psychologists recognize why Ad Age writes provocative and pithy editorials about major and serious issues.

William H. Lundin,
Director, Psychological Dynamics, Chicago.

• • •

Consumers Continue Comments on Coffee Can Closures

To the Editor: You can say it again! And I've never ceased to wonder why there hasn't been a general hue and cry . . . in *all* consumer publications . . . about the universal anguish attendant to opening the coffee can. [On the Packaging Front, AA, Sept. 11.]

If all goes well and one is able to keep the key on the track, it requires some sixty turns (if my memory's functioning) to remove the lid, by which time the muscles of the forearm ache . . . and how! . . . and the fingers have become cramped to the extent that they have to be pried apart with those of the other hand.

I, too, am the family early bird. But you and I differ in one respect: it "gifs" instant coffee when, to enjoy ground, a new can must be opened by *me*. You've guessed it: I've sworn off opening vacuum coffee cans . . . and I don't mean maybe!

But we do have something in common: for years I've kept my paint brushes and nails in empty coffee cans. So it's a good thing the little woman is willing to open 'em.

The vacuum pack is necessary, so I'm told, by the big coffee roasters in this area: General Foods, Standard Brands, etc. . . But surely there should be an easier way to open the can, with which dilemma I've often speculated. Certainly there's a fortune awaiting the inventor who solves the problem.

Arch Campbell,
Chicago Car Card Advertising Co., New York.

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To the Editor: I read with great interest your recent article in Ad Age concerning the problem of opening a coffee can. Amen, I think you have a point well taken.

I hope somebody does something about it—particularly before the only coffee you can buy will be the instant.

Angus Robinson,
Director, Television Network Sales, National Broadcasting Co., Chicago.

•

To the Editor: It was a fine column on coffee cans. I concur wholeheartedly!

Have you ever tried using a beer can opener? I do regularly and while it is far from perfect there seems to be less spillage than when I follow the manufacturer's directions.

Peter W. Allport,
Assn. of National Advertisers, New York.

• • •

Cash Club Ancestors Cited

To the Editor: Mr. Gay's Cash Card International Club [AA, Sept. 11] already has some competition in this part of the country. The Dallas Bonehead Club has been issuing "cash cards" for several years now. Said to be "valid worldwide," they are printed in one language only, because cash speaks any language. Boneheads, of course, are not the only ones who buy for cash.

R. P. Wall,
Editor, *Insurance Graphic*, Dallas.

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To the Editor: Your Sept. 11 issue detailed a cash card plan.

For at least 20 years, we have used a cash discount slip.

The enclosed sample cash discount slip is headed: railway, because at one time we were a street

railway instead of a bus transit company.

In general, discounts are allowed by auto parts stores and paint stores where we do business.

A solicitation of downtown retail merchants brought only a scolding letter from their organization. As if any of their officials ever made a personal purchase without asking for a cash discount!

H. C. Graham,
General Purchasing Agent, Youngstown Transit Co., Youngstown, O.

• • •

More Ways Than One to Sell Bikes, Kiddie City Has Shown

To the Editor: In the Sept. 18 Advertising Age [Creative Man's Corner], the point was made that there is no better way to do a bicycle ad than the Western Auto ad shown.

We at Kiddie City, a twelve unit chain of children's specialty discount stores, feel that the enclosed ad which was run in the *Philadelphia Sunday Inquirer* Sept. 11, 1960, is new, different, exciting, and gave us one of the most successful bike promotions we ever ran . . . The ad was prepared by the Lavenson Bureau of Advertising.

Norman R. Tissian,
Executive Vice-President, Kiddie City, Philadelphia.

• • •

Humble Ad 'Hurricane' Tagline Timing Too Close for Houston

To the Editor: Talk about timely ads!

On Pages 70 and 71 of the Sept. 16 *Saturday Evening Post*, on the newsstands Tuesday Sept. 12, the Humble Oil & Refining Co. has an ad whose tagline is "Each Day Humble Supplies America With the Energy of a Hurricane!"

Humble's national headquarters are in Houston.

On the day that ad hit the newsstands—if it hit them in Houston—the big office was closed. Houston had been hit by Hurricane Carla (actually a near miss; the eye passed to the south, but the winds got up to about 80 mph) and like most firms, Humble had its office closed the next day while people dug out and cleaned out.

Louis Alexander,
Houston.

• • •

Diligent Wife's Mate Disputes 'Family Circle' Ad Observation

To the Editor: The full-page *Family Circle* ad in your Sept. 18 issue says " . . . When a homemaker leaves the supermarket, her buying has just begun . . ." (then lists other stores).

Not the housewives I know. They go to the supermarket LAST because the stuff they pick up there includes ice cream and other perishables. I don't know a single one who goes to another store afterward.

This has nothing to do with the effectiveness of *Family Circle* but it raises doubts about whether the writer of their ads has ever observed housewives himself.

Rinehart S. Potts,
Librarian (husband of a most diligent and prudent housewife who would never let the ice cream melt all over the seat of his car), Philadelphia.

The postmarks are actual reproductions

Grit can help give your sales story a happy ending in 16,000 small towns

Let us set the scene for you.

The major mass media saturate the big metropolitan markets. But in hard-to-reach small towns, their coverage thins out badly. There's the conflict.

Enter Grit.

Grit plays a strong supporting role . . . delivers a primary audience of some 850,000 families, concentrated in some 16,000 small towns coast to coast . . . helps provide the balanced national coverage you must have for total marketing success.

What should you, as a national advertiser, do about it?

Enter Grit.

GRIT

Grit Publishing Company, Williamsport, Pa.

Represented by Newspaper Marketing Associates

How Far Should You Go?

Sponsors Differ on TV Control in FTC Probe

Views Range from P&G '21 Points' to 'We're Not Drama Censors'

NEW YORK, Oct. 3—The sponsors disagree. This summarizes the reaction to many of the issues raised last week at the Federal Communications Commission's inquiry into network tv program practices.

Three of the 18 witnesses testifying before James D. Cunningham, chief hearing examiner, during the first four days of the current hearings subscribed to a hands-off-the-program-content policy. Jersey Standard's David A. Shepard, Bell & Howell's Peter G. Peterson and J. B. Williams Co.'s Edward Kletter were willing to select high-caliber producers and leave programming to them. All the other advertisers felt it their responsibility to maintain varying degrees of supervision over program production to make sure that tv advertising intended to sell products did not offend any segment of the public.

■ Opinion ranged from that of P&G's A. N. Halverstadt, who argued that his company's 21 do's and don'ts were a "wholesome influence," to that of Mr. Shepard, who termed it "somewhat pretentious and unrealistic to set ourselves [sponsors] up as arbiters or censors in the field of drama in our democratic society."

At least twice the examiner sought to get a definitive answer as to who prevailed when the advertiser sought script changes for business policy reasons and the producers or networks argued that the program material was in good taste and that changes would be detrimental to the show.

Answers varied: (1) The producer has the final word in creative matters; (2) the network determines what will actually get on the air; (3) a sponsor who loses an argument can pull out and refuse to pay for a particular episode he considers inimical to his business policies.

An effort to clarify the sponsor's legal rights—if any—in a dispute over program content was made in an exchange between Mr. Cunningham and Roger M. Greene, advertising vp of Philip Morris Inc. This is the gist of a question put by Mr. Cunningham: Changes are asked because something in the show reflects on the product, but is otherwise entirely proper. The producer disagrees. Are the changes made? Do you prevail as a matter of right?

Mr. Greene, who had been outlining his company's routine for reviewing scripts for content that might "reflect poorly on the cigaret business" when this exchange took place, said he did not know if Philip Morris had the legal right to insist that the changes be made. He was asked to examine his contracts and answer the question in writing within ten days.

Commercial Climate

How important is commercial climate? Take your choice of these answers from the experts:

Richard E. Forbes, of Chrysler Corp.: "We want a large audience. We don't necessarily want the largest, if the vehicle doesn't provide the right kind of climate for the registration of our sales message."

John W. Burgard, of Brown & Williamson Tobacco Corp.: "The effectiveness of a commercial is not affected by the type of vehicle it's in. Be it western, comedy, musical, the impact is much the same."

Mr. Halverstadt, of P&G: "We

(Continued on Page 126)

IF YOU/YOUR CLIENTS SELL TO AEROSPACE..

. . then a most comprehensive, yet highly specialized publicity mailing list has just been completed for you. Product of months of research, it will save you countless hours; enable you to quickly isolate and concentrate upon tailor-made aerospace audiences with specific product, service, or institutional publicity; and still *thoroughly* cover the field.

This master list includes:

a. 698 metropolitan newspaper listings, broken down by locally-covered aerospace companies' names, locations, and types of activity, to reach key personnel of the following 223 contract-holders *at home*: 43 primes, 33 in propulsion, 46 in guidance, 34 in ground support and launching, 15 in fueling systems, 8 in ceramics and nose cones, 29 in aircraft, 12 in aircraft engines, and 3 in pilot escape and survival.

b. 71 best trade magazines by editor, name, and address; broken down by principal aerospace activity coverage, as follows: Aviation and aerospace industries, military and naval, systems design engineering, general technology, procurement, aerospace business news, nuclear science and engineering, marine engineering, and ceramics.

Printed on 8½x11" stock, shipped flat, and sectionalized as above, this list is available to you, postpaid, at $34.50 on single orders, or at $30.00 on orders for three or more sets. For immediate delivery, mail check with order to:

McMILLAN MANAGEMENT SERVICES
2031 Broadway
Boulder, Colorado

Game for Admen

See if these shows meet P&G and GM standards; they are principal P&G and GM telecasts booked for '61-'62 season.

P&G

Cheyenne (ABC) P
Margie (ABC) F
The Real McCoys (ABC) F
Rifleman (ABC) F
Dick Van Dyke (CBS) F
Frontier Circus (CBS) P
Search for Tomorrow (CBS) F
Guiding Light (CBS) F
As the World Turns (CBS) C
Edge of Night (CBS) C
Car 54, Where Are You (NBC) F
Joey Bishop (NBC) C
Truth or Consequences (NBC) P
It Could Be You (NBC) P
Loretta Young Theater (NBC) P
Make Room for Daddy (NBC) P
Hollywood: The Golden Years (NBC) Special

GM

Surfside 6 (ABC) C
My Three Sons (ABC) F
Chevy 50th Anniversary Special (CBS)
Route 66 (CBS) C
Danny Kaye Special (CBS)
Garry Moore Show (CBS) C
Bonanza (NBC) F
Mitch Miller (NBC) C
Laramie (NBC) P
Four Football Bowls (NBC) C

Note—F, full sponsorship; C, co-sponsorship; P, participations, generally minutes.

General Motors and P&G Give Full Details on TV Programming Policies

NEW YORK, Oct. 3—At the Federal Communications Commission hearings on network television programming last week, the programming policies of the country's two biggest advertisers—General Motors Corp. and Procter & Gamble—were inserted into the record. They are markedly similar, no doubt due in part to the fact that Gail Smith, GM's director of tv advertising (who introduced his company's guides into the record), is a former P&G official.

Here are the complete texts of both P&G's and General Motors' tv programming policies:

P&G's Television Policies

1. In general the moral code of the characters in our dramas will be more or less synonymous with the moral code of the bulk of the American people. The usual taboos on sex perversion, miscegnation and rape is banned, as are scenes of excessive passion and suggestive dialogue. Suggestive situations covered by innocuous dialogue should not be used.

2. Care will be exercised that lines in scripts with double meanings or unconscious ambiguities are not used for broadcasts.

3. There shall be no profanity or near profanity. Slang of the more vulgar type will be avoided.

4. The treatment of unpleasant material shall be always subject to the dictates of ordinary good taste and a regard for the sensibilities of the listener. This applies particularly to accidents, actual hangings or electrocutions as legal punishments for crimes, brutality or gruesomeness of any sort.

5. Detailed information on the mechanics of any criminal procedure either in dialogue or narration is banned. Crime shall not be presented in such a manner as to inspire sympathy against the forces of law and order or to incite imitation.

6. The mention of intoxicants will be held to a minimum. Whether or not a particular character is permitted to drink must be a matter of judgment. The type of character, type of show and occasion must all be factors in the judgment.

7. Procter & Gamble would prefer that suicide or kidnapping not be used ordinarily either as a device for motivation or as a result of plot conflicts. Should murder be necessary to the story development, it is suggested that it take place off stage and reference thereto be handled with due regard for the sensibilities of the listener.

8. Ministers, priests and similar representatives of positive social forces shall not be cast as villains or represented as committing a crime or be placed in any unsympathetic or anti-social role.

9. If it is necessary in the development of conflict for a character to attack some basic conception of the American way of life, e.g., freedom of speech, freedom of worship, etc., answer must be completely and convincingly made some place in the same broadcast. The answer cannot be carried over to the "next day."

10. There will be no material that may give offense either directly or by inference to any organized minority group, lodge or other organizations, institutions, residents of any state or section of the country, or a commercial organization of any sort. This will be taken to include political organizations, fraternal organizations, college and school groups, labor groups, industrial business and professional organizations, religious orders, civic clubs, memorial and patriotic societies, philanthropic and reform societies (Anti-Tobacco League, for example), athletic organizations, women's groups, etc., which are in good standing.

11. There will be no expressions against nor endorsements of a given political party.

12. There will be no material which can be construed as derogatory to a particular religion or race, or which may promote racial or religious strife.

13. Material which depends upon physical imperfections or deformities such as blindness, deafness or lameness for humorous effect is not acceptable.

14. There will be no material for or against sharply drawn national or regional controversial issues.

15. There will be nothing slurring any given type of occupation.

16. There will be no ridicule of manners or fashions that may be peculiarly sectional.

17. We will treat mention of the Civil War carefully, mindful of the sensitiveness of the South on this subject.

18. No written material may be used that might give offense to our Canadian neighbors for any uniquely national reason, e.g., facetious reference to British royalty, unfavorable comparison between some phase of Canadian and American life, light treatment of a subject normally treated seriously in the Dominion, etc.

19. Where it seems fitting, the characters in P&G dramas should reflect recognition and acceptance of the world situation in their thoughts and actions, although in dealing with war our writers shall minimize the horror aspects. The writers should be guided by the fact that any scene that contributes negatively to public morale is not acceptable. Men in uniform shall not be cast as heavy villains or portrayed as engaging in any criminal activity.

20. There shall be no material on any of our programs that could in any way further the concept of business as cold, ruthless and lacking all sentiment or spiritual motivation. If a business man is cast in the role of a villain, it must be made clear that he is not typical, but is as much despised by his fellow business men as he is by other members of society.

20 (A). Special attention shall be given to any mention, however innocuous, of the grocery and drug business as well as any other group of customers of the company. This includes industrial users of the company's products, such as bakers, restaurants and laundries. For obvious reasons, it is essential that no statements be made on any of our shows which could be construed as being unfavorable to any special group of the company's customers or which would favor one type of customer over another. For example, no reference should be made to any difference in the prices charged by supermarkets as compared to independents or to the economy of using laundromats instead of regular commercial laundries.

If there is any question whatever about such material, it should be deleted.

21. It is the policy of P&G to avoid featuring state or national political figures on its radio and tv entertainment programs. In pursuing this policy, it is the company's intention to avoid having its programs appear to favor the political interests of any individual or party. We have found this to be the best policy because it avoids questions of political favoritism which may come to the minds of people in the audience, most of whom are our customers for one product or another.

NOTE: Should an exception to any of above paragraphs seem in order, permission to broadcast exceptional material shall be secured by the agency script supervisor from the P&G productions program supervisor concerned.

GM's Television Policies

Basically, it is our belief that television shows sponsored by General Motors or GM divisions should avoid:

A. Subjects that are likely to be offensive to viewers.

B. Subjects that could influence viewers, of whatever age group, to commit illegal, immoral or offensive acts.

Since this is a rather broad statement, following are specific details concerning the content of our programs:

1. The dictates of ordinary good taste, and a regard for the sensibilities of the listener, shall be of primary importance. This is especially to be considered in the case of accidents; actual hangings or electrocutions as legal punishment for crimes; brutality or anything that might be considered gruesome, should not be shown.

2. Profanity shall be avoided.

3. Care shall be exercised to avoid using words or phrases that might have double meanings of an undesirable nature.

4. If the subject of crime in any form is dealt with, it shall not be presented in such a way as to incur feelings against our legal forces or their representatives. Such presentation should certainly not encourage imitation of criminal acts.

5. Generally speaking, the use of intoxicants or the mention of their use should be held to a minimum. While the subject need not be avoided entirely, good judgment should govern the frequency of its use or mention.

6. It is best that suicide or kidnapping not be used, either in the development of the plot, or as a sub-plot. If murder is the subject, as good taste as possible under the circumstances should be used, and the sensibilities of the listener should be uppermost at all times.

7. Additional subjects or details to be avoided:

A. Showing members of the clergy, or other representatives of forces for good, as villains, or reprehensible or anti-social characters.

B. Expressions for or against any particular political party (excepted are news broadcasts, or expressions by political figures as might be expected on appropriate occasions).

C. Anything derogatory, or making light of race or religion.

D. Any supposedly humorous presentation of physical imperfections or deformities, such as blindness, lameness, etc.

E. Anything of a controversial nature concerning national or regional issues.

F. Anything of a belittling nature concerning any respectable occupation.

G. Anything that might ridicule manners, fashions or customs of regional, sectional or racial groups.

H. Anything that might be peculiarly objectionable to Canadians, bearing in mind that many of them are regular viewers of programs originating in this country.

I. Care should be taken in making mention of the Civil War, due to the sensitiveness of many southerners on this subject.

J. The feelings of all legitimate minority groups should be given careful consideration. There should be nothing derogatory, for example, about such groups as fraternal organizations, business and professional organizations, civic clubs, philanthropic and reform societies, etc. The above are only examples—many others should be given consideration.

To emphasize our attitude, the morals and actions of characters in our programs should be synonymous with the qualities of the average member of the American "middle class." While the characters may not necessarily be representative of this group, they should be acceptable to them, and in no way offensive.

It is the purpose of our programs primarily to entertain or inform; in doing this to avoid offense, and, insofar as possible, leave a pleasant impression on the minds of the viewers.

John Garling says... "ONE FULLY ANIMATED MINUTE FOR $2350!!!"

SHOT 35MM COLOR REDUCED TO 16MM

John W. Garling, one of the world's top twenty animators and Cannes Film Festival Animation Award winner, has joined Bandelier Manager and Vice President. Garling, formerly associated with producers in England, South Africa and for the past several years in Hollywood, has worked on such renowned cartoon series and commercials as:

- Hamm's Beer
- Rocky and His Friends
- Popeye
- Tootsie Rolls
- Mr. Magoo
- Dick Tracy
- Sir Loin and The Dragon
- Gillette

Bandelier produces the best animation for the money, in the business. We believe this because clients say so, and keep coming back year after year!

We work with the biggest, as well as smaller agencies. Our prices are at least one-third lower than you'll find anywhere. Our quality is the best and remains constantly at the highest level.

Send us script or storyboard for quotation . . . and see!

The House of Bandelier
BANDELIER FILMS, INC.
DENVER ALBUQUERQUE CHICAGO

Address All Correspondence to Main Office and Studios
1837 Lomas Blvd., N.E., Albuquerque, New Mexico

ANY INDIANS IN FARGO?

Only 7 Indians left, but there's plenty of wampum . . . nearly $200 million Effective Buying Income in the Fargo-Moorhead Standard Metro Area, where you get 99% coverage with

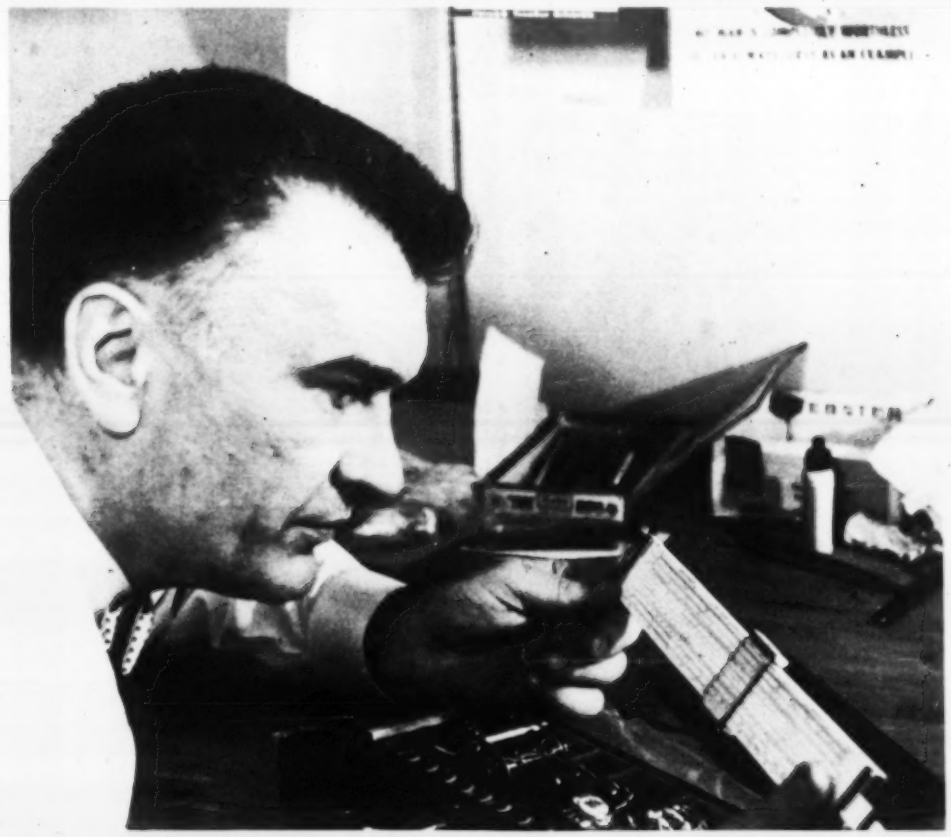
THE FARGO FORUM

when the ELECTRONIC DESIGN engineer

SPECIFIES

his company BUYS

In the fast moving electronic market, timing is especially critical to sales success. Because specification must precede purchase, your advertising must reach the electronic design engineer *before* the critical moment of specification. This is a task far beyond the capabilities of even the largest sales force. It's a task that can only be accomplished by the magazine that concentrates exclusively on this key engineering function: ELECTRONIC DESIGN.



HAYDEN PUBLICATIONS

New York • Chicago • Boston • Los Angeles • San Francisco • Atlanta • Tokyo • London

Sponsors Differ . . .

don't have the kind of evidence or knowledge that says a particular type of program is a particularly good environment for a commercial from the standpoint of effectiveness."

T. M. Hunt, of Aluminum Co. of America: "A good climate is the difference between an active viewer and a passive one. An active viewer is totally involved in the program and watches the commercials." A passive viewer sits and watches without any great interest and "nine times out of ten never pays any attention to the commercial."

The vote was pretty well split on whether happy, upbeat tv is necessary for effective selling.

Sponsor Identification

Is sponsor identification a prime concern as an advertising aim? To multiple sponsor Brown & Williamson, which spreads its dollars over many shows shared by other advertisers, "It's nice if you get it, but not too important."

Contrariwise, Prudential Insurance Co. of America, sole sponsor of the weekly series, "20th Century," considers close association with the program vital. Said this company's H. M. Kennedy: "What people think of us is very important and our whole tv effort—the program itself as well as the commercials—is aimed at building an image of reliability and integrity, an image of a company that is strong and progressive, operated in the public interest."

Armstrong's Max Banzhaf insisted on maintaining full responsibility for his tv show just as for other advertising. "We are perhaps more concerned with this than some other television sponsors, because we seek sponsor identification with 'Armstrong Circle Theater' . . . and because we have achieved it in large measure."

Magazine Plan for TV

The air cooled noticeably whenever this subject was raised. No witness—they weren't all asked for an opinion on this issue—spoke up in favor of a switch to a print-like system giving broadcasters full editorial control and limiting advertisers' jurisdiction to commercials.

P&G and J. B. Williams officials called the term a misnomer, and said it would not be magazine-like to rotate tv commercials at random throughout the schedule in programs designed to appeal to special segments of the audience ranging from children to sports lovers. A magazine advertiser, they pointed out, can select the publication he wants to meet specific needs.

The Brown & Williamson witness suggested that if "cigaret commercials were put in Mickey Mouse, the American public wouldn't like it," and pointed out that it is a great advantage to have commercials integrated in such programs as the "Bob Cummings Show."

The Du Pont spokesman said tv would have to be re-evaluated as an ad medium if the industry shifted to a magazine plan.

Objectionable Program Content

At the commission's June hearings, a number of writers, producers, performers and directors testified that they were not free to do their best work because of sponsor interference. They said the sponsor's fear of offending—even a handful of viewers—has shut off the most powerful dramatic subjects from camera range.

The extent of the creative man's worries was well documented by the advertisers themselves here last week. Many of the biggest spenders, including P&G, the biggest, frankly admitted their preference for "cheerful, entertaining" shows.

"Censorship" activities, as one witness termed them, were covered at length. One sponsor, Robert E. Gorman, assistant vp, Allstate Insurance, said Allstate made 175 suggestions for changes in

Brown & Williamson Takes No TV Chances

Statement of Policy on the Use of Tobacco Products in 'Bus Stop'

Tobacco products of any type appropriate to the situation and the character using them may be shown in any sequence in which their use would naturally occur—subject to the following considerations:

1. Use of tobacco products should be casual and incidental. They should not be involved in the plot in any way, and no attempt should be made to show more use of them than would be natural and normal.

2. Tobacco products should not be used in any derogatory or harmful way, and no references or gestures of disgust, dissatisfaction or distaste be made in connection with them. Example: Cigarets should not be ground out violently in an ash tray or stamped out underfoot.

3. No tobacco product except cigarets should be used by women—but women should not be shown smoking on the street.

4. Whenever cigarets are used by antagonists or questionable characters, they should be regular size plain ends and unidentifiable. But no cigaret should be used as a prop to depict an undesirable character. Cigarets used by meritorious characters should be Brown & Williamson brands, and they may be identifiable or not, depending on the situation and circumstances.

5. Marilyn Maxwell, Rhodes Reason, and Joan Freeman [stars of the show] should use no tobacco products except Viceroy cigarets.

6. No sequences should be filmed in which the viewer can identify the brand names or any portion of the advertising of any cigaret, smoking tobacco or snuff, except those manufactured by the Brown & Williamson Tobacco Corp. as listed on the attached sheet. This restriction applies to all types of signs, advertising material and tobacco counter product displays. It also includes any non-commercial portion of competitive tobacco advertising which is identifiable, such as the entertainment portion of a competitive television or radio program, the illustration of a competitive advertisement (e.g., the Marlboro man and tattoo), the music of a competitive jingle, and the picture of the star or principals of a competitor's program (e.g., Dale Robertson, Garry Moore).

7. In any sequence involving a tobacco counter or cigaret vending machine in which tobacco products can be seen, Brown & Williamson brands should be clearly in evidence.

8. Any situation regarding the use of tobacco which does not fall into the categories set forth by this policy will be referred to the agency not later than three working days before the deadline for changes.

■ It is the intention of the sponsor to give the creators of its program properties the widest possible latitude in the use of tobacco products in the series commensurate with the sponsor's interests. Therefore, the agency will consider on its own merits any situation requiring a departure from this policy in the interests of better entertainment.

NOTE—These guidelines for the use of tobacco products on "Bus Stop" went into the FCC program study record as a part of the testimony of John W. Burgard, B&W ad vp. Providing such a set of standards to guide tv producers is routine procedure for this sponsor.

CHOICE AGENCY SPACE
Entire Floor 7000 Sq. Ft.
18 Private Offices
Available Spring 1962
Carbide & Carbon Bldg.
230 No. Michigan Avenue
Chicago 1, Ill.
Other Units From 500 Sq. Ft.
Bell & Hefter, Inc.
Call ANdover 3-5555

Incredible—but True!

Yes, metro Norfolk-Newport News is greater in urban population than all those metro areas combined (source: *Sales Management's* Survey of Buying Power).

Dig a little in Tidewater Virginia and you'll find other surprises—and a lot of *treasure* buried statistically.

For example, standard market statistics omit many millions in retail sales by the *dozens* of commissaries, post exchanges, shops, clubs, etc., operated here by Army, Navy, and Air Force bases for service personnel, their families, and authorized civilians.

Just the *civilians* employed by federal installations here (greatest military concentration in the world) outnumber all manufacturing production workers in the State of Delaware!

synopses for scripts for 78 stories during two and one-half years of sponsorship of "Playhouse 90." Presumably the producer was also hearing from several other co-sponsors during that same time.

Allstate's objections ranged from an outright turndown of "Butterfield 8" (the network agreed) to demurrers about a single word of dialog. A reference to Blue Shield—an Allstate competitor—was deleted upon request. Some 80% to 85% of the time, revisions acceptable to the sponsor were made. In some instances CBS carried the plays to which Allstate objected on a night when the insurance company was "not on" the alternately sponsored telecast.

■ From the time-consumption standpoint, the sponsor editing problem may be a bigger headache for the producer of the multiple sponsored show than for those who have only one backer to keep happy. The agencies for Brown & Williamson and American Home Products read scripts for all their telecasts, including the minute carriers with a long list of participating sponsors.

■ Here are some specific examples cited by advertisers to show the FCC how they operate in the area of program control: In a Colgate-Palmolive sponsored film, a shot of the Lever Bros. building was cut and a shot of Colgate's Park Ave. headquarters inserted as a replacement; General Electric turns down many scripts for "GE Theater" because they deal with science fiction ("too far out for us") or because they are "downbeat and sad" (not in keeping with the mood of the "Progress is our most important product" theme); Prudential nixed a "20th Century" show about the bank holiday because it cast doubt on "some fine institutions" that are now in good shape. Philip Morris talked CBS into making changes in a drama about an Indian girl's pregnancy, the sponsor insisting that the subject of "labor was being labored" to the detriment of the show.

■ General Motors vetoed a sequence showing a principal in the show "happily intoxicated and driving an auto." American Tobacco didn't want Peter, the butler, hit in the face with pie in "Bachelor Father." And Brown & Williamson currently is protesting the use of abortion as a theme in "The Defenders" and "excessive violence" in "Bus Stop," both disputes involving shows not yet seen and both still being negotiated with the networks. #

MacBeth to Bristol Labs

Lorne MacBeth, formerly with G. D. Searle & Co., Chicago, has joined Bristol Laboratories, New York, as general sales manager.

Proud Cooper Domnick

TRIUMPHANT TROIKA—*Felicitating a successful 10th District Advertising Federation of America convention in Tulsa are C. James Proud, president and general manager of AFA, New York; Mark Cooper, incoming governor of the 10th District and director of advertising and public relations of General Telephone Co., San Angelo, Tex.; and Ken Domnick, president of the Tulsa Advertising Club and director of advertising and public relations of the National Bank of Tulsa.*

Jack O'Mara Joins TvB

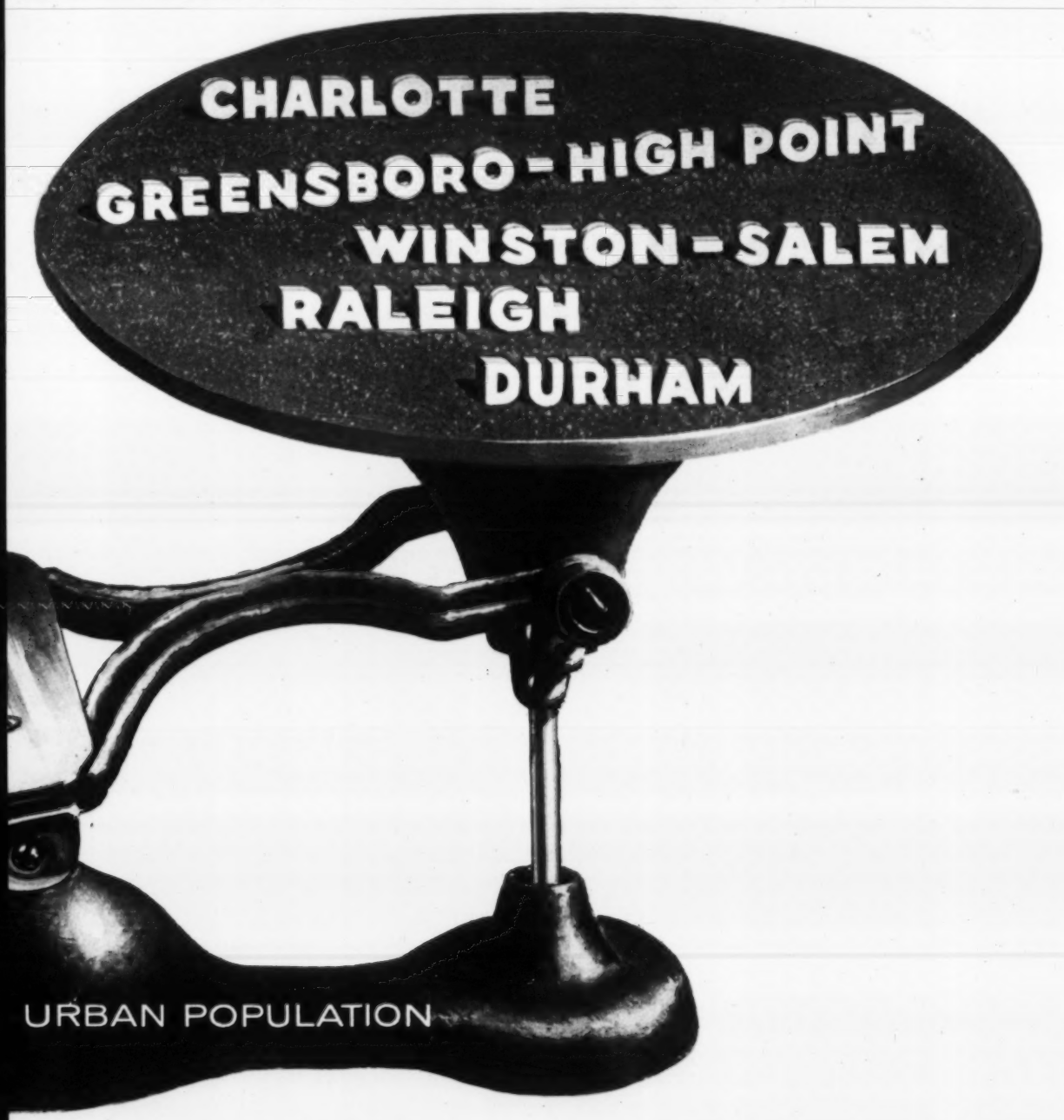
Jack O'Mara, formerly vp in charge of promotion, merchandising and research of KTTV, Los Angeles, has been appointed director of the western division of the Television Bureau of Advertising, operating out of Los Angeles. He succeeds Walter McNiff, who resigned to form a company in the communications field.

Beeson Joins Pulse

Sterling Beeson, formerly general manager and part owner of WRVM, Rochester, has joined the sales executive staff of Pulse Inc., New York. Before joining the Rochester radio station, Mr. Beeson had been president of Headley-Reed Co., a radio-tv station representative, which has since merged with the Bolling Co.

Dietz Joins Feasley

Donald Dietz, formerly with Fletcher Richards, Calkins & Holden, has joined Lambert & Feasley, New York, as a copywriter in the Phillips Petroleum Co. copy group.

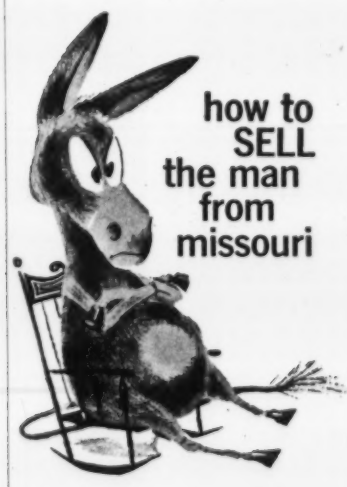


Another hidden plus—of $200 million in effective buying income—lies in the fact that the huge armed forces payroll is largely available for *discretionary* spending.

These are some of the reasons why Philip Salisbury, editor and publisher of *Sales Management* has called Norfolk-Newport News "America's most misunderstood market."

For more information, write to any of these stations, at Norfolk, Va.

WTAR-TV CHANNEL 3—CBS | WVEC-TV CHANNEL 13—ABC | WAVY-TV CHANNEL 10—NBC



It's simple . . . SHOW HIM with living 3-D pictures. Stereo talks a language everybody understands.

In today's demanding market, the complete, dramatic realism of full-color stereo carries your message as no other media can. Stereo is always seen—never goes into the wastebasket. Your prospect sees your product exactly as it is—be it buttons or bulldozers—and hears it speak with commanding authority. Design, color, texture, all details and features are reproduced with a "reach out and touch" realism that "reaches out and sells".

Put View-Master Stereo to work for you—write today.

SEND FOR FREE SAMPLE: View-Master product reel and hand viewer. Mail coupon to Sawyer's, Inc., Dept. A, Portland 7, Oregon.

Name_____

Company_____

Street_____

City_____ Zone____ State____

YOU NEED ALL OF GEORGIA, TOO!

You can't do much with half a telephone . . . and you can't sell but half of Georgia's $5¾ billion market with *one* newspaper buy. So combine Atlanta *with* the Georgia Group and get effective coverage in the areas containing 85% of the state's people, 87% of its spendable income. The Augusta, Columbus, Macon and Savannah papers cover the "missing half." And it's yours with 1 order, 1 bill, 1 check. The Branham Man has the details.

THE Georgia Group

AUGUSTA *Chronicle and Herald* MACON *Telegraph and News*
COLUMBUS *Ledger and Enquirer* SAVANNAH *News and Press*
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Musselman Kicks Off 3-Media Campaign for Apple Products

BIGLERCILLE, PA., Oct. 3—C. H. Musselman Co. is using a new theme "Musselman—Apple Capital, U.S.A." and a Pennsylvania Dutch atmosphere in a newly-launched magazine and newspaper campaign.

For its apple products, Musselman has scheduled a total of nine color pages in *Woman's Day* and *Family Circle*—five in full color, three of which are bleed, and four pages in two colors. Large-space b&w newspaper ads and some r.o.p. color ads are appearing in selected major markets. Spot television will be used on a test basis in Chicago, Detroit, Cleveland and Toledo. Musselman markets in eastern and midwestern states.

The campaign is through Gray & Rogers, Philadelphia, which Musselman appointed last June. It is

two-pronged, consisting of magazine ads in nine of 12 months and four special promotion periods, supported by local newspaper ads. Grocery trade paper ads in full pages back the four promotion periods.

■ The first magazine ad broke in August. The initial promotion period is scheduled for October and is built around the theme, "It's Musselman's Apple-Pickin' Time." Three succeeding promotions are scheduled for January, March and May, 1962.

The first phase of copy approach is a "leadership" campaign in the two store-distributed magazines. For example, a color ad in *Family Circle* shows a cut glass serving dish of apple sauce and an open jar with copy advising that "The Pennsylvania Dutch flavor of Musselman's apple sauce is so good it has made Musselman's Apple Capital of the U.S.A."

The second phase of copy strategy in both magazines and newspapers is a hard-hitting retail-type presentation of the themes around which each of the four annual promotions are developed.

Copy for the tv test markets features an animated one-minute presentation of a musical jingle, "Musselman, the Apple Man."

■ Apple sauce is the largest-selling product by far of Musselman, which claims to be the largest processor of apple products in the world. It reports sales gains for its apple butter and apple juice which it began featuring in its consumer ads for the first time last year.

It also makes products with other fruits, such as pie fillings from blueberries, peaches and cherries and tomato juice. Its ad budget is estimated at about $500,000. #

Bates Signs TV Pact

Ted Bates & Co., New York, has entered an agreement with five producers of television commercials, allotting each a minimum annual percentage of the agency's commercial production. The producers are Filmways, Transfilm-Caravel, Sarra, VPI Productions and MPO Videotronics. The agreement will not preclude Bates from employing other production companies.

Beech-Nut Spending $100,000

Beech-Nut Baby Foods is spending more than $100,000 in Chicago during the last three months of 1961 and reports it is now the fastest growing baby food in that market. Half of the budget will go for 1,000-line high frequency ads in four dailies and the remainder for television. Young & Rubicam, New York, is the agency.

Colgate Names Eldridge

William T. Eldridge has been appointed manager-new products for the household products division of Colgate-Palmolive Co., New York. He was formerly associate general product manager-new products.

TODAY IN CANADA...

8 out of 10 homes in Medicine Hat will read THE NEWS

will they get your sales message?

An expanding western market, Medicine Hat offers you excellent sales potential.

Personal disposable income now totals over $30,600,000. Retail purchases total over $35,500,000 and are still rising!

To sell this fast-growing market, use the medium that's number one—The Medicine Hat News.

It's the only way to give your sales message complete penetration of this prosperous city of 24,500!

Circulation 6,731 A.B.C. September 30, 1960

You get action when you advertise in

THE MEDICINE HAT NEWS

A Southam Newspaper

The Southam Newspapers are:

THE OTTAWA CITIZEN
THE HAMILTON SPECTATOR
THE WINNIPEG TRIBUNE
THE CALGARY HERALD
THE NORTH BAY NUGGET
THE EDMONTON JOURNAL
THE MEDICINE HAT NEWS
THE VANCOUVER PROVINCE
(*Published for Pacific Press Ltd.*)

REPRESENTED IN THE UNITED STATES BY: CRESMER & WOODWARD INC. (CAN. DIV.), NEW YORK, DETROIT, CHICAGO, SAN FRANCISCO, LOS ANGELES, ATLANTA

the box score

*of magazine sales through retailers**

PROFIT RANK	PUBLICATION	FREQUENCY	CURRENT COVER PRICE	AVERAGE MONTHLY PROFIT TO DEALERS
1	**TV GUIDE**	W	.15	**$710,249.33**
2	SATURDAY EVENING POST	W	.20	180,035.66
3	EVERYWOMAN'S FAMILY CIRCLE	M	.10	144,886.63
4	LIFE	W	.20	140,232.73
5	READER'S DIGEST	M	.35	132,725.88
6	WOMAN'S DAY	M	.10	129,359.85
7	LADIES' HOME JOURNAL	M	.35	123,637.43
8	McCALL'S	M	.35	117,961.13
9	PLAYBOY	M	.60	116,347.92
10	REDBOOK MAGAZINE	M	.35	80,263.26
11	LOOK	B-W	.25	71,200.45
12	TIME	W	.25	70,435.71
13	GOOD HOUSEKEEPING	M	.50	68,266.38
14	SEVENTEEN	M	.50	63,254.10
15	TRUE	M	.35	61,822.45

**Figures based on publishers' statements to Audit Bureau of Circulation, first six months of 1961.*

With the largest total circulation of all weeklies, TV GUIDE also tops the league in voluntary, full-price single-copy sales, prime index of editorial vigor. And its young marrieds (18-34) primary audience heads the standings too.† TV GUIDE is one of the few major magazines which have moved up in both circulation and advertising every year since they started. The TV GUIDE boom has a solid base. Batter up! *Best-Selling Weekly Magazine in America*

TV GUIDE

†Starch 1961 Consumer Magazine Report.

Chrysler Giveway Aims for Repeat Showroom Traffic

DETROIT, Oct. 3—Chrysler Corp. will give away 180 new cars during an "October open house" which will be promoted heavily on radio and tv broadcasts of the World Series.

Chrysler and Gillette Safety Razor Co. will co-sponsor the Series on NBC.

The contest, patterned after a successful giveaway keyed to the major league All-Star games in July, is designed to build dealer traffic.

Anyone who visits a Chrysler Corp. car or truck dealership between Oct. 4 and Oct. 31 will be eligible (except residents of Nebraska, Florida and Wisconsin). Prizes will include 30 each of the 1962 Valiant, Plymouth, Chrysler, Imperial, Dart and Lancer. Drawings will be held at the end of the month.

Chrysler expects the contest, following introduction of '62 models by one week, will bring many people back to the showrooms for a second look.

■ Retail salesmen will have a separate contest of their own, tied in with the open house. A Chrysler-Plymouth salesman and a Dodge salesman will be drawn from each of the 18 sales regions, and the 36 winners and their wives will get an expense-paid trip to the Rose Bowl game, which Chrysler also will co-sponsor on radio and tv with Gillette.

The more customer entry blanks a salesman co-signs, the better his chances.

Chrysler has arranged a tie-in in most major markets with RCA. Local RCA distributors are arranging to lease or sell to dealers, at cost plus installation charges, a color tv set for showrooms. Dealers will then open their doors for the World Series colorcast.

Leo Burnett Co., Chrysler's corporate agency, is handling the entire World Series broadcast campaign for the company. #

'Show Business Illustrated' to Become 'SBI' Oct. 31

Show Business Illustrated, new sister of *Playboy*, will switch her cover dress and change her name after only seven issues. Effective Oct. 31, the weekly will be known simply as *SBI*. The current title will be relegated to secondary, small-type billing below the new logo, and the multi-photo Mondrian design cover will be dropped in favor of a single big-picture treatment.

Victor A. Lownes III, vp and promotion director of the two magazines, speaking before the Sales Promotion Executives Assn. in New York, said "everyone was asking for *'SBI'* so why not call it *SBI*? We think of ourselves as busy, flexible and changing—which is what made our young organization successful."

Frazier Joins WTMA

Claude Frazier, formerly general manager of WAGA, Atlanta, Ga., has been appointed station manager of WTMA, Charleston, S.C., replacing Vincent French, who resigned.

THIS IS CONVENIENT?—*British actress Sally Aylward tries using chopsticks to sample canned chop suey made in America by Chun King Corp. at the American foods exhibition in the U.S. Trade Center in London.*

HJG Television Signs Three

HJG Television, a new station representative company, has opened offices at 7 Central Park W., New York. The company will be headed by James E. Greeley, a partner in the law firm of Spear, Hill & Greeley, as president, and Leon P. Gorman, formerly general sales manager of WINS, New York, as exec vp. HJG has been named national representative for WCCA-TV, Columbia, S.C., and WCCB-TV, Montgomery, Ala., both of which are due to start telecasting soon, and KTVW, Seattle, an operating station with no previous national rep. Clarke Brown & Co. will handle all three stations in the South.

Broadcast Time Names Two

George Beavers, formerly with WCBS, New York, and Joe Levy, previously with Grey Advertising, have joined the New York sales staff of Broadcast Time Sales, radio station representative. At the same time, this company has moved to larger quarters in Detroit, in the Penobscot Bldg., and in Philadelphia, at 1713 Spruce St.

Don't Say 'Yo-Yo,' U.S. Judge Tells Duncan Competitor

BUFFALO, Oct. 3—No matter what the kids may call their products, the manufacturer and the distributor of return tops failed to rid themselves of a federal court order that bars them from calling their toy a "Yo-Yo" and a "Butterfly."

Federal Judge John O. Henderson had issued an order temporarily restraining Dell Plastics Inc., Brooklyn, the manufacturer; Sterling Sales Co., Buffalo, the distributor; and Station WGR, Buffalo, from using the disputed words in advertising and selling their toy.

That order will be in effect until the judge decides whether a temporary injunction should be granted pending outcome of a suit involving the charge by Donald F. Duncan Inc., Evanston, Ill., that its trademarks are being infringed.

The judge later denied motions by the defendants both to lift the restraining order and to postpone argument on the temporary injunction.

■ Attorney Isadore Snitzer argued that Duncan Co. should not have been given the restraining order since it failed to show it would suffer irreparable damage if the defendants were allowed to keep selling their toys until the trademark suit is resolved.

But, he further argued, the defendant will suffer irreparable damage by the order in the meantime if their devices must "gather dust."

He said his clients were worried that the fad over these tops on strings might be all over by the time the case is decided and cited the sudden life and death of the hula hoop.

Judge Henderson, in denying the motions, said he felt adequate representation had been made to justify the restraining order and that if the defendants were so concerned over their suffering irreparable damage they could be ready to "shape up" with their arguments in court. #

Two Join Avery-Knodel

Arthur O'Connor, previously with Devney-O'Connell, has joined the tv sales staff of Avery-Knodel, New York, radio-tv station representative. Duane Harm, formerly assistant sales service manager of ABC-TV in Chicago, has joined Avery-Knodel's Chicago sales staff.

RCA, Zenith Heads See Rosy Color TV Sales Pictures

CHICAGO, Oct. 3—The presidents of two giants in the television industry last week predicted a rosy future for color tv, and soon.

John L. Burns, president of Radio Corp. of America, in town to address a meeting of its dealers, predicted that the color tv industry will reach an annual rate of $200,000,000 some time next year, and that there will be a $4.3 billion market for color tv by 1970 in terms of receiver equipment, sales, service and broadcasting.

Joseph S. Wright, president of Zenith Radio Corp., told the Investment Analysts Society of Chicago, "We look forward to a possibility of 1,000,000 color sets a year being sold within five years."

■ RCA is now almost alone in color tv sales, accounting for an esti-

New ARB Study

Top 50 TV Markets in Homes Delivered

ARB ranks the top 50 TV markets as follows, based on homes delivered, 6:00 p.m. to midnight, Sunday through Saturday, ARB November 1960 and March 1961 nationwide sweep data combined:

New York	1
Los Angeles	2
Chicago	3
Philadelphia	4
Detroit	5
Boston	6
Cleveland	7
Pittsburgh	8
San Francisco	9
St. Louis	10
Washington	11
Dallas-Ft. Worth	12
Indianapolis	13
Seattle-Tacoma	14
Minneapolis-St. Paul	15
Buffalo	16
Baltimore	17
Kansas City	18
Cincinnati	19
New Haven-Hartford	20
Milwaukee	21
Portland, Ore.	22
Columbus, Ohio	23
Atlanta	24
Houston	25
Miami	26
Charleston-Huntington	27
Memphis	28
Albany-Schenectady-Troy	29
Grand Rapids-Kalamazoo	30
Syracuse	31
Providence	32
New Orleans	33
Dayton	34
Tampa-St. Petersburg	35
Denver	36
NASHVILLE	**37**
Charlotte	38
Louisville	39
Saginaw-Bay City-Flint	40
Sacramento-Stockton	41
Birmingham	42
Oklahoma City	43
Toledo	44
Wilkes Barre-Scranton	45
Omaha	46
Harrisburg-Lancaster-Lebanon-York	47
Tulsa	48
Johnstown-Altoona	49
Spokane	50

Is Nashville on your list?
It should be.

WSM-TV NBC 4

WLAC-TV CBS 5

WSIX-TV ABC 8

You get a lot to like in Nashville!

IN RIVERSIDE COUNTY, CALIFORNIA THERE'S

ACTION

IN THE SUPER MARKET!

Riverside is a vital market that buys more food than Mobile, Alabama; Spokane, Washington and El Paso, Texas Counties. And you can capture it only through the Riverside PRESS and ENTERPRISE. Riverside is 60 miles from Los Angeles and only an ineffective ½ of 1% of the Los Angeles papers ever reach here. That's why you need the PRESS and ENTERPRISE. Riverside is part of the San Bernardino-Riverside-Ontario billion dollar market that is 4th largest in California, 27th in the nation. Always include the Riverside PRESS and ENTERPRISE in your schedule and you'll get plenty of action in the super market!

Represented Nationally By Newspaper Marketing Associates

THE SAN DIEGO UNION AND EVENING TRIBUNE

mated 95% of color set sales. Zenith, considered the No. 1 b&w set maker, is leading an attack on RCA's position by several set makers who will offer color sets this fall.

Mr. Burns said color tv has entered a "rapid growth" phase. Asked when he thinks other networks will be forced into heavy colorcasting (RCA owns NBC, which does the bulk of color broadcasts), Mr. Burns noted: "We have reached the point in the development of color tv where if other networks want to leave us with a tidy monopoly, perhaps we ought not to complain."

Mr. Wright said pay television (which Zenith will test next year in Hartford) will provide additional stimulus to color tv set sales. "We are betting that this will open up wide avenues of programming and that the customer who pays his own money to see something like 'Sound of Music' is going to want to have the finest display device that he can afford in order to give him the greatest enjoyment of his purchase."

■ Neither Messrs. Wright or Burns saw a possibility of a technological breakthrough in the near future which would appreciably reduce the cost of color tv receivers.

Fastline Names Agency

Fletcher Richards, Calkins & Holden, New York, has been named by Fastline Inc., New York, to handle advertising and pr for a new type of fastener for fabrics. Julie C. Buddy, formerly fashion, publicity and pr director of Deering, Milliken Inc., has joined Fletcher Richards as an account executive and fashion coordinator.

WPIX Promotes Flynn

Jack F. A. Flynn has been promoted from an account executive to national sales and business manager of WPIX, New York, succeeding Thomas P. Robinson, who resigned to enter the stock brokerage field in Greenwich, Conn.

"A RICH MARKET, YES . . . BUT GOLD PAVING BRICKS?"

South Bend really doesn't have gold streets. (They were too slippery.) But South Bend is a gold mine for advertisers who act on the facts about this market. As covered by WSBT-TV, South Bend is a 15-county market with over 900,000 people who earn $1.73 billion per year. This market is too big to miss, but you surely can't hit it with outside TV The job is done, however, by WSBT-TV's full CBS schedule and popular local shows. Check details with Raymer.

CBS TELEVISION NETWORK

WSBT-TV
SOUTH BEND, INDIANA
Channel 22
Paul H. Raymer, Inc. • National Representative

NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

Gasoline Service Station Sales in San Diego County, California, reached $95,482,000 last year — a total which placed San Diego 13th among the nation's 200 leading counties in that category. Note these comparative totals:

SAN DIEGO, CALIFORNIA	$95,482,000
KING (SEATTLE), WASHINGTON	$91,135,000
DADE (MIAMI), FLORIDA	$90,507,000
MILWAUKEE, WISCONSIN	$90,041,000
ERIE (BUFFALO), NEW YORK	$80,291,000

SALES ESTIMATES: 1961 SALES MANAGEMENT SURVEY OF BUYING POWER

Two metropolitan newspapers sell the important San Diego market: The San Diego Union and Evening Tribune. Combined daily circulation is 226,437 (ABC 3/31/61).

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as seen by
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Burgoyne Survey Zeroes In on Shoppers' Buying Habits!

One look at Burgoyne's new 1961 Super Market Survey and you'll agree that the hottest facts in the super market business are printed on the pages of this eight annual edition.

Always known for its ability to detect trends and developments in buying habits and attitudes, this year's Survey searches more deeply than ever before into the "reasons why" of shoppers' buying and non-buying decisions.

* * *

Prepared by Ben L. Schapker, a man with three decades of experience in both the super market and market research fields, the 1961 Survey is based on nearly 3,000 interviews made in eight metropolitan markets.

* * *

Burgoyne's Super Market Survey, of course, is made primarily as a special service to top management among chain and independent super market operators. However, its value to grocery product manufacturers and their agencies is obvious—and substantiated year after year by the number of Survey requests that pour in from advertiser and agency people.

* * *

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Coming Conventions

(Listed Alphabetically)

Advertising Federation of America, 7th district, Jackson, Miss., Oct. 8-10; 3rd district, Jack Tar Hotel, Durham, N.C., Oct. 19-21; 2nd district, Hotel Hershey, Hershey, Pa., Nov. 10-12; 8th district, Hotel St. Paul, St. Paul, Minn., Nov. 24-25.

Agency Management Seminar, sponsored by Advertising Age, La Salle Hotel, Chicago, Oct. 30-31.

Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn., Oct. 16-17.

American Assn. of Advertising Agencies, central region meeting, Ambassador West Hotel, Chicago, Oct. 12-13; western region meeting, Hotel del Coronado, Coronado, California, Oct. 15-18, eastern region meeting, Biltmore Hotel, New York, Nov. 15-16.

American Women in Radio and Television, national convention, Sheraton-Chicago Hotel, May 3-6, 1962.

Associated Business Publications, fall conference, Drake Hotel, Chicago, Oct. 18.

Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Virginia, Nov. 2-4.

Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago, Oct. 19-20.

Broadcasters' Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York, Nov. 6-8.

Direct Mail Advertising Assn., 44th annual convention, Statler-Hilton Hotel, New York, Oct. 10-13.

Financial Public Relations Assn., 16th annual convention, American Hotel, Bal Harbour, Fla., Nov. 26-30.

Industrial Advertising Research Institute, second annual research forums, Plaza Hotel, New York, Oct. 18, and Sheraton-Blackstone Hotel, Chicago, Oct. 25.

Junior Panel Outdoor Advertising Assn., 11th annual convention, Sheraton Hotel, Chicago, Oct. 12-13.

Mutual Advertising Agency Network, management meeting, Palmer House, Chicago, Oct. 26-28.

National Assn. of Broadcasters, regional conferences: Sheraton-Dallas Hotel, Dallas, Oct. 9; Jefferson Hotel, St. Louis, Oct. 13; Hotel Utah, Salt Lake City, Oct. 18; Sheraton Palace, San Francisco, Oct. 20; Somerset Hotel, Boston, Nov. 10; Pittsburgh-Hilton Hotel, Pittsburgh, Nov. 13; Leamington Hotel, Minneapolis, Nov. 15; Robert Meyer Hotel, Jacksonville, Nov. 20.

National Assn. of Educational Broadcasters, annual convention, Willard Hotel, Washington, D. C., Oct. 23-26.

National Editorial Assn., annual fall meeting, Pick-Congress Hotel, Chicago, Oct. 12-14.

National Federation of Advertising Agencies, western regional meeting, Miramar Hotel, Santa Monica, Cal., Oct. 13-15.

National Newspaper Promotion Assn., midwest regional meeting, Jack Tar Hotel, Lansing, Mich., Oct. 21-24; southern regional workshop, Claridge Hotel, Memphis, Oct. 11-14.

Outdoor Advertising Assn. of America, annual meeting, Diplomat Hotel, Hollywood-By-The-Sea, Fla., Oct. 22-27.

Point-of-Purchase Advertising Institute, 15th annual symposium and exhibit, McCormick Place, Chicago, Nov. 7-9.

Printing Industry of America, diamond jubilee convention, Pittsburgh Hilton Hotel, Pittsburgh, Oct. 9-14.

Radio Bureau of Advertising, Rickey's Studio Inn, Palo Alto, Cal., Oct. 9-10; Detroit, Oct. 12-13.

Southern Newspaper Publishers Assn., 58th annual convention, Boca Raton Hotel, Boca Raton, Fla., Nov. 13-15.

Television Bureau of Advertising, annual meeting, Statler-Hilton Hotel, Detroit, Nov. 15-17.

Davis Promotes Leavy

Herb Leavy has been appointed assistant publisher of *Mobile Home Journal*, published by Davis Publications, New York. He succeeds the late Michael H. Froelich, a vp. Mr. Leavy also will continue in his post as editor. Alyce J. Collier, previously assistant to Mr. Froelich, has been named assistant advertising manager. Hiram L. Roberts, formerly with Street & Smith, has joined the magazine's Chicago office. William A. Ayres Co., Los Angeles, has been appointed its western advertising representative.

VIASA Names Monroe Dreher

VIASA—Venezuelan International Airlines—has appointed Monroe F. Dreher Inc., New York, to handle its advertising in the U.S. The airline recently inaugurated service between New York and Caracas.

Doerries Fabacher O'Meallie Stern

GOLDEN ICING?—*Cutting the 50th birthday cake for the Advertising Club of New Orleans recently were Elmer Doerries, assistant manager, Industrial Outdoor Advertising; Robert J. Fabacher, ad manager, Jackson Brewing Co., club president; John R. O'Meallie, ad manager, Times-Picayune; and Edgar Stern Jr., president, WDSU.*

FCC Criticizes ABC for 'Untouchables'

WASHINGTON, Oct. 3—The Federal Communications Commission closed out the dispute over the ABC program, "The Untouchables," with a letter warning that the network was "clearly derelict" in failing to adequately disclose the fact that the program was fictionalized.

The commission said the problem of the inadequate disclosure does not appear to be sufficiently widespread to justify consideration at this time of special regulations to prevent deception. But the commission said it expects ABC and its program suppliers "to give further attention to this problem of avoiding the dangers of representing fiction as fact."

■ FCC's letter to the network came after James V. Bennett, director of the U.S. Prison Service, complained that a two-part "Untouchables" episode early this year undermined public confidence in the integrity of the prison service. The episodes involved the transfer of Al Capone from Atlanta to Alcatraz, and included incidents of violence which Mr. Bennett said never occurred.

FCC said its investigation showed original "Untouchables" programs were based on the activities of Capone and his eventual trial and conviction. "To the extent that the original programs had been based on factual events, the events portrayed in the subsequent programs were given an air of credence."

■ The commission told ABC it has an obligation not to create erroneous impressions with respect to programming represented as being factual in character. "This is doubly true," FCC said, "where the result is to damage reputations of identifiable individuals or groups."

Skirting the censorship issue, FCC said, "The commission is well aware that writers must have freedom of full and unrestricted expression in dealing with past historical events and, quite aside from the prohibition against censorship contained in the Communications Act, it is a basic policy of the commission not to attempt to hamper freedom of expression on the air.

■ "At the same time, it is felt that a distinction can reasonably be drawn between freedom of expression which may be exercised in dealing with historical facts on a clearly fictional basis and the proper degree of freedom of expression which may be exercised by an author in dealing with specific individuals and events which are relatively contemporaneous in point of time, particularly when the individuals and events are readily identifiable." #

Toshiba Will Use 11 Magazines in Fall Drive

Transistor World Corp., New York, importer of the Toshiba transistor radios from Japan, will be using 11 magazines this fall in a pre-Christmas campaign. The importer expects dealers to tie in with the national campaign in local ads. The Toshiba insertions are scheduled for *Ebony, High Fidelity, Holiday, House Beautiful, Life, Look, Newsweek, Playboy, Seventeen, Show Business Illustrated* and *Sports Illustrated*. Milton Samuels Advertising Agency is handling the drive.

LaRue Adds Two

LaRue, Cleveland Inc., Detroit, has added two new accounts. One is Ex-Cell-O contour projectors, sold through Optical Gaging Products, Rochester, a subsidiary of Ex-Cell-O Corp., Detroit. The account, which bills around $50,000, formerly was handled by Heffernan & MacMahon, Rochester. The other is Airway Underwriters, Ann Arbor, a year-old aircraft insurance company, which had no previous agency.

Ora-dent Names Campbell

Ora-dent Corp., Lodi, Cal., has named Campbell Agency, Stockton, to handle advertising for Foam-ettes dentifrice tablets. The product was introduced on the West Coast a year ago. It is now being introduced in Colorado and Washington, D. C., and will go into Baltimore, Salt Lake City, Phoenix, Boston and Philadelphia soon.

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All the daily newspapers covering the nation's manufacturing and marketing areas. Now you can get accurate coverage of **both NEWSPAPERS and MAGAZINES** with **one** bureau — BACON'S, the national standard for reliable clipping service.

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Reach The $5 BILLION (AND STILL GROWING) DISCOUNT DEPT. STORE MARKET THROUGH "MODERN RETAILER"

THE DISCOUNTERS' NATIONAL WEEKLY NEWSPAPER

- LARGEST PAID CIRCULATION
- AUGUST, 1961 ISSUE 156 PAGES WITH 227 ADVERTISERS!
- Hot WEEKLY News for hungry readers.
- Unusually high ad interest and response by buyers looking for lines and merchandise.
- Saturation circulation of EVERY Discount Dept. Store, Self-Service Dept. Store and Non-Foods Mgrs. of Food supermarkets, Variety Chains and Dept. Stores.
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New York City:	10 West 33rd St.	LAckawanna 4-5024
Los Angeles:	1901 W. 8th St.	HUbbard 3-6211
San Francisco:	85 Post St.	GArfield 1-7950

AMA, Government, Private Groups Pledge All-Out War on Quack Drugs

(Continued from Page 1)

against quackery, but rather we will work closely with the federal government, the state governments and private and voluntary organizations in more effective law enforcement and in a campaign of public education."

Government and private speakers alike emphasized that "food faddists" and other "modern" quacks use promotion techniques that are hard to get at.

Food & Drug Commissioner George Larrick listed vitamin products, special dietary foods and food supplements as the most widespread and expensive type of quackery in the U.S. today. Millions of consumers are being misled concerning their need for such products, he warned. "Complicating this problem is a vast and growing 'folk-lore' or 'mythology' of nutrition which is being built up by pseudo-scientific literature in books, pamphlets and periodicals.

"Enforcing the law against food faddism and quackery is not easy," he confessed. "Particularly since there is so much of it, and so much that is beyond the reach of the law. Unless it constitutes labeling or advertising matter, or can be proved to violate the mail fraud statutes, quackery in print is outside the jurisdiction of any federal statute."

■ Commissioner Larrick said FDA's court record of successful actions against food quacks, "although impressive, is very small when we consider the total extent of food quackery."

In the cosmetic field, he said, FDA "more and more is running up against what we are sure is 'rigged research'—the study that is set up and written up to support a claim, rather than to seek for scientific truth.

"We have with us today the professional research quack—the M.D. who specializes in arranging for 'tailored studies' of products intended for the over-the-counter market," he said.

The aim, he said, is "to get enough evidence so that the government will find it difficult to prove the negative to its claimed value."

■ Dr. Frederick J. Stare of the Harvard school of public health complained that the Federal Communications Commission stands silently by letting radio stations present faddists who mislead the public and undermine confidence in our food industry.

He said at least 60 radio stations disseminate broadcasts by food faddists who "purr melodious incantations of nutritional nonsense over the radio waves." Generally, they complain that normal diets are inadequate. "These faddists always have something to sell," he said, "a book or a special food preparation with 16 vitamins and 32 minerals, all, of course, from natural sources.

■ "Don't be taken in," he advised. "No one food is essential to health. Some sixty nutrients are. By eating a varied diet, from foods available in any grocery store, you will get them. Have confidence in America's food industry; it deserves it."

With respect to FCC's role, he challenged: "Mr. Minow, you could catch some fish. Not only could you catch them, you should catch them unless our radio waves are to be used in part for harmful, false, misleading nutritional propaganda.

■ Federal Trade Commission Chairman Paul Rand Dixon and Postmaster General J. Edward Day outlined the difficulties faced by their agencies.

While FTC already has power to get court injunctions in drug advertising cases, Chairman Dixon said, the commission strongly believes it would be "more efficient" for FTC to issue its own "temporary" cease and desist orders.

■ FTC has not seen fit to use its injunction power very often in the past, he acknowledged. "But now all food, drug and cosmetic advertising cases are being examined with great care to determine whether temporary injunctions should be sought in the courts."

FTC's proposal for power to issue temporary cease and desist orders would provide for full review, by an appeals court and the Supreme Court, he observed, "just as these courts have jurisdiction to review similar temporary orders issued by district courts or final orders to cease and desist issued by the commission.

"Properly drafted and administered, legislation giving the commission power to issue temporary cease and desist orders would, while observing all the requirements of due process, make it possible to protect the public interest more adequately in many areas," he said.

■ Postmaster General Day reported that his department may seek to impound mailings by medical quacks. Because of the widespread plying of the fake medicine trade, it is "imperative that we use our limited resources wisely in combatting this type of fraud," he said. "Impoundment" authority has been used so far only in obscenity cases, he acknowledged. "We have been reluctant to use it in the field of medical quackery, but we may give it a test when just the right case comes along."

Unreliable articles in medical journals, and sensationalism in important magazines help the quacks, the meeting was told. Maye A. Russ, vp, National Better Business Bureau, said one medical journal article studied by NBBB, purporting to be a clinical study of insomnia, concluded that the over-the-counter preparation under study was as effective in inducing sleep as the maximum safe dose of a particular prescription drug. "Had the editors of this journal taken the time to read the article carefully," she said, "they would have discovered that no prescription drug was administered to the test patients. Furthermore, the article presented this preparation as being 'a new soporific.' As a matter of fact, the product had been on the market for over six years at the time the article was published."

■ Popular magazines were also accused of publishing scientific articles without careful evaluation.

AMA HITS USE OF DRUGS IN COSMETICS

CHICAGO, Oct. 6—Drugs used in cosmetics can be harmful sooner or later, Dr. Stephen Rothman, head of the American Medical Assn.'s cosmetics committee, claims in the current *Journal of the American Medical Assn.*

Nearly all drugs can penetrate the skin, he said, and there are serious objections to use of such drugs as antibiotics, which may breed immunity to the miracle drug when there is medical need for them.

Improvement of the skin is a matter for the dermatologist, and not the cosmetician, he says. #

Last Minute News Flashes

Sun Chemical Names Kastor, Hilton

NEW YORK, Oct. 6—Sun Chemical Corp. has appointed Kastor, Hilton, Chesley, Clifford & Atherton to handle corporate and product advertising for all divisions, effective Nov. 1, and Kastor, Hilton, Toronto, for Canadian advertising, effective Jan. 1. Sun sells a wide variety of graphic arts, chemical and packaging products. Cranston Advertising Associates, a house agency, formerly handled the domestic account and Walsh Advertising the Canadian end. At Cranston the account billed around $300,000, plus collateral services. The new agency estimates total billings will be $500,000 or more.

'House & Garden' and 'Living' to Be Combined

NEW YORK, Oct. 6—*House & Garden* and *Living for Young Homemakers*, both Conde Nast publications, will be combined in January into *House & Garden Incorporating Living. H&G's* one-time b&w page rate of $4,975 will apply through March, then go to $6,500 in April.

R. J. Reynolds Ad Backs Yanks (Tentatively)

WINSTON-SALEM, N. C., Oct. 6—R. J. Reynolds Tobacco Co. is gambling on the New York Yankees to win the World Series. The company has scheduled a page ad, featuring Roger Maris endorsing Camel cigarets, to run in newspapers across the country immediately after the Yankees win, if they win. A couple of weeks ago Reynolds scrapped a similar endorsement by Mr. Maris when he failed to beat Babe Ruth's 154-game home run record. William Esty Co. is the agency.

4A's to Tell Ad Image Poll; Other Late News

• **What opinion leaders think of advertising,** results of a poll conducted by Group Attitudes, subsidiary of Hill & Knowlton, New York, will be unveiled at the Oct. 15-18 western region meeting of the American Assn. of Advertising Agencies, in Coronado, Cal. They amplify preliminary findings by singling out tv as a chief target of criticism—specifically proprietary drugs, cosmetics and cigaret ads. Print media are "hardly touched, with much praise for magazines." The 100-page, 475,000-word report covers 180 interviews in 18 cities by 22 staffers.

• **Murray Gross,** formerly director of sales development with the Television Bureau of Advertising, has been named director of advertising of MetroMedia, New York, succeeding Warren Boorom, who has joined Hamilton-Landis & Associates, media broker. Richard Kelliher has been named manager of the Chicago office of WNEW Radio National Sales, a division of MetroMedia's Metropolitan Radio Sales, replacing David L. Miller, who has been transferred to Metropolitan Television Sales in Chicago. Mr. Kelliher formerly was national sales manager of RKO General's KFRC, San Francisco, and KHJ, Los Angeles.

• **Baumritter Corp.,** New York, furniture manufacturer, has appointed Daniel & Charles, New York, to handle its advertising. The account bills approximately $250,000. In July, when Baumritter parted company with Alfred Auerbach Associates, the manufacturer invited ten agencies to make presentations, but ended up talking to 23 and singling out five finalists. Baumritter specifically prohibited speculative presentations and evaluated the agencies strictly on "their thinking and performance for clients."

• **G. O. Markuson,** exec vp and treasurer of Hearst Corp., New York, has been named general manager of Hearst Newspapers. He will continue as exec vp and will relinquish his post as treasurer to Frank Massi, who will also continue as controller. Mr. Markuson succeeds J. D. Gortatowsky, chairman of Hearst Consolidated Publications, who held the position temporarily.

• **Oak Mfg. Co.,** Crystal Lake, Ill., manufacturer of electronic components, has named Klau-Van Pietersom-Dunlap, Milwaukee, as its agency. John Cassato, advertising and public relations director, said Oak's 1961 ad budget was $250,000, and is expected to be substantially increased for 1962. Albert Frank-Guenther Law previously had the account.

• **William Patten,** San Francisco vp, chairman of the plans board, and marketing director of Lennen & Newell, has resigned to become an executive with Cappel, Pera & Reid, Orinda, Cal., agency.

• **Turtle Wax Inc.,** Chicago, is seeking a new agency following the resignation of D'Arcy Advertising, Chicago. The company said it hopes to select an agency within two weeks. D'Arcy would say only that "potential account conflicts" caused the resignation. Turtle Wax, maker of car waxes, reportedly budgets between $200,000 and $300,000 annually for advertising.

• **Life** will replace its seven-region program with a 29-market regional setup, effective Jan. 5, patterned on Nielsen test markets and chain store distribution. State lines will be ignored, and areas need not be contiguous. Page ads will be accepted in three-area minimums. Basic one-time b&w page rates, to be in effect Feb. 16, are $2,610 for 375,000-circulation markets; $5,810 for 1,000,000; $10,910 for 2,000,000.

• **Monsanto Chemical Co.,** St. Louis, has named Tatham-Laird, Chicago, to handle advertising for its plastics division, effective Jan. 1. It had been handled by Needham, Louis & Brorby, New York. Billings estimates range between $200,000 and $500,000.

• **John Kallir** has resigned as vp and account supervisor of William Douglas McAdams Inc., after 10 years with the agency. A well-known creative man in the ethical drug field, he has been supervising the $4,000,000-plus Roche Laboratory account. He expects to announce his plans next week.

• **Tradewell Stores Inc.,** Seattle, which operates a chain of 40 food stores in Seattle and Portland, has named Campbell-Mithun, Chicago, as marketing consultant. The agency will not place food ads, but will develop themes and advertising concepts, working on a fee basis.

• **Mogul Williams & Saylor** and **Davis, Johnson, Anderson & Colombatto,** Los Angeles, have agreed to merge through an exchange of stock. Mogul Williams gets a 20% interest in Davis, Johnson, and the latter acquires the equivalent value in Mogul. The deal is effective Nov. 1. Mogul has been looking for a western office to handle the West Coast end of Rayco Mfg. division of B. F. Goodrich Co. and Rootes Motors. These accounts formerly were handled by Beckman, Koblitz under a fee arrangement with Mogul; this was terminated because of client conflict on new Rayco products.

Plowe Denies Kickbacks; Will Sue Pew for Libel

NEW YORK, Oct. 6—Elliott Plowe, president of Grant Advertising, today denied he ever accepted kickbacks from anyone, and announced he would file a libel and slander suit against Marlen F. Pew Jr. for $1,000,000.

The suit arises from a tax court case (AA, Sept. 25, Oct. 2), in which the court cleared Mr. Pew, who contended that $28,699 had been turned over to Mr. Plowe, who then was advertising manager of Peter Paul Inc., Naugatuck, Conn. The $28,699 was part of nearly $60,000 collected by Mr. Pew for public relations services for Peter Paul. Tax court records show that Mr. Plowe paid taxes on $28,699, but today Mr. Plowe contended these amounts were based on several tax issues, not kickbacks.

■ Here is Mr. Plowe's statement:

"First, I vehemently deny any kickbacks in any form, from anyone, at any time.

"Second, I have consulted with my attorneys and they have recommended the following course of action beginning with the initiation of a suit for libel and slander for $1,000,000 against Mr. Pew.

"I have retained Mr. Irving Ribicoff of Ribicoff & Kotkin, Hartford, Conn., to institute this action.

"I was advised that I could not appear in the Pew case of my own volition. As a result, even though Mr. Pew admits he lied in his earlier affidavits, his testimony was accepted and this I cannot let stand without comment."

■ He then attacked Mr. Pew's veracity, asserting that in light of the record [Plowe's attorneys had fought consolidation of the cases on the ground that he would be associated with a "confessed liar"], "My declaration must be accepted."

He continued, "The settlement that I made with the Treasury Department, on my 1952 tax, as recommended by my attorneys, was purely a monetary settlement based on several tax issues and not for any kickbacks as described by Mr. Pew.

"In connection with my libel case against Mr. Pew, I have turned over to my attorneys documentary proof, including affidavits of associates and other prominent business executives, which completely disprove Mr. Pew's latest version in which he claims I received kickbacks. I repeat, I have never received nor been a party to kickbacks in any form at any time."

■ Reached in Hartford, Mr. Ribicoff said that he would make no comment on any matter until service had been completed.

■ William Murray, of Jackson, Nash, Brophy, Barringer & Brooks (Mr. Plowe's attorneys), told AA the suit would be filed in state court in New Haven, and reported that it would first be necessary to serve Mr. Pew.

The case may continue to be of interest because it is based on libel arising from privileged matter—the records of the tax court. Mr. Murray said other material, such as Mr. Pew's verbal reports to Internal Revenue Service investigators, would form part of the case. Mr. Murray couldn't say whether Connecticut had precedent for a libel and slander case arising from litigation, but said there are precedents in New York. #

Agency Men Fret over Magazines' Cut-Rate Subscription Activities

(Continued from Page 1)

off offers."

The agency referred to Publishers Clearing House figures and traced offers made by 40 major magazines. It also listed in tabular form the per-copy cost to consumers at special rates, at regular sub rates, and at newsstand prices. Said Burnett: "If magazines are the fine product they purport to be, the customer should be willing to pay more, not less."

Some comments from other agencies:

• John J. Ennis, vp and director of media, Fletcher Richards, Calkins & Holden: "The general subject of cut-rate subscriptions is 'old hat.' Whoever is the shrewdest wins; you can't single out any one magazine."

He said the agency determined a magazine's merit "basically on its latest ABC," and was watchful of "what apparently is more than normal circulation growth." Mr. Ennis said "there are growls when a publisher takes off like mad and brags about picking up 2,000,000 subs in two years—because we know darned well that the agency and advertiser will be asked to pay for this bonus later.

"I've never seen it to fail," said Mr. Ennis, "that six months or so after a bonus has been announced, rates go up. Thus, the 'bonus' is only temporary." He added that Fletcher Richards was "not influenced to any great degree" by lower sub rates.

"It would be better, however, if magazines earmarked more of their circulation promotion money toward researching their own readers." He thought it was necessary for publications to be "competitive" because "if magazine A increases its by-mail subs, it's probably doing it at the expense of magazine B's newsstand sales."

• Newman F. McEvoy, senior vp and media director of Cunningham & Walsh: "This agency is constantly looking into this area." He said "only yesterday" Cunningham & Walsh's media supervisors met on the subject of cut-rate subscriptions.

He said *Good Housekeeping's* "current sellout on the newsstands at 50¢ a copy has made a great impression on us." This ability, he said, was linked to a "magazine's measure of vitality."

Asked whether cut-rate subs influenced C&W's media buying, he answered: "Yes, to a degree. It has moved from 10th to about fifth on our media criteria scale, which indicates our growing interest in the subject.

• William Fricke, associate media director on Westinghouse at McCann-Erickson, said he particularly is interested in "the relationship between basic sub prices and single copy prices; what the lowest reduced price offers have been in relation to single copy figures; the highest reduced prices, and the medians."

Some publications are "going as low as the law allows," said Mr. Fricke.

Mr. Fricke said magazine rate slashes have not altered McCann's buying pattern. He added: "I'm not saying they won't. There's been a terrific inflation of circulation, and people are really starting to look at it. If a publisher doesn't make a profit on his circulation, he tries to get it from somewhere—from advertising."

• Herbert Zeltner, vp and media director of Lennen & Newell: "Normally, cut-rates are not a healthy thing. It suggests a magazine is having trouble maintaining its circulation. While there's been no formal study by our agency on this subject, it does have a bearing on our media buying.

"A publisher has two sources of revenue: Circulation and advertising. If the cut-rate subscription total is overblown, the profit comes from ads. Aside from the sanctity of editorial, it is up to the publisher to decide whom he wants to reach, and for how much, while maintaining the book's integrity. However, magazines should give more consideration to the sophistication of the advertising audience than they do."

• Alvin Kracht, vp and media director of J. M. Mathes Inc.: "There are a million things to consider about cut-rates. Our agency has looked into the problem, but on the basis of specialized groups for specific projects. Has it influenced media buys? Yes.

"Clients," he added, "often hear about cut-rates and question their agencies on it. But clients sometimes are apt to read the story in newspaper ads—where the pot is calling the kettle black."

• John L. de Bevec, vp, J. Walter Thompson Co., Chicago: "The heart of the problem, I think, lies with the Audit Bureau of Circulations." He said the agency is studying various means whereby ABC could tighten its rules to reduce the number of cut-rate subscriptions.

"We don't want to tell magazines what to do," he added, "but if we talk about the problem we should offer some possible solutions."

• Harry M. Johnson, media director of Campbell-Mithun, Minneapolis: "We haven't done any extensive study, but we are continually looking into the subscription aspect of magazines. The race to have numbers is shooting the cost up, and decreasing what we call the true demand for magazines," he said, adding that clients are "aware that they're paying through the nose for low subscription rates."

Both clients and the agency take the amount of cut-rate subscription selling into account when making media selections, he said.

• Albert S. Trude Jr., vp and media director of Clinton E. Frank Inc., Chicago, said, "We have gone into the problem quite deeply. We're interested in how much cut-rate selling is going on, the conversion rate, the length of subscription, how great the cut is, etc.

"Advertisers are getting tired of paying the bill for this. We've told magazines that our clients won't swallow any more rate increases based on production costs going up."

Mr. Trude said the agency began "asking a lot of questions" about magazine circulation about three years ago, and has been developing a wealth of information.

The subscription problem has not as yet been a great influence on media buying decisions, said Mr. Trude. "But it has caused us to take a closer look. We've adopted a wait-and-see attitude now."

• Blair Vedder Jr., vp and media director of Needham, Louis & Brorby, said he planned to make proposals at the ABC meeting in Chicago, Oct. 19, aimed at getting a "realistic" relationship between a magazine's cover price and its regular subscription price.

"What many people don't realize—including some magazine reps—is that while ABC says a magazine can't offer special subscriptions at less than 50% of the regular subscription price, there is no floor on regular price," he said. "A magazine could put its subscriptions at 50% of its newsstand price, then make a special offer of 50% off that, and a reader would be paying one-fourth the cover price."

He will also seek action regarding the length of the special subscription offers. "Magazines of necessity have to use various devices to sample readers," he said. "But there is a difference between sampling and getting them on the hook for a long time. If you tie a person up for a long time on the basis of a bargain, there is a good chance he won't read the magazine after a while—and we won't reach him with our advertising."

He said there is one publication in the women's field which NL&B is not now using "because we are not sure how they are going to get their additional circulation."

Advertisers are showing concern as well, he said, because "cost increases have far outstripped their budgets, and they have to reduce their number of insertions," resulting in less exposures for the same amount of money.

Mr. Vedder said the agency's space buyers have compiled subscription data on 30 magazines in eight classifications, and he will use this information to discuss possible remedies with other space buyers before the ABC meeting.

"Something has got to be done," he declared. "These cut-rate subscriptions could destroy the merits of ABC."

On the other hand, he noted "some healthy signs of self-improvement" on the part of publishers who have announced their intentions to control cut-rate subscription offers.

• George Bolas, vp and director of media activities at Tatham-Laird, said he feels any solution to the cut-rate subscription policies "is something the magazines have to do themselves.

"We're not in favor of excessive cut-rate subscriptions," he added. "Because they aren't as valuable as regular subscriptions."

• Carl Georgi Jr., vp and media director of Campbell-Ewald Co., Detroit, said, "We have quite a library of [cut-rate subscription] offers that have come into Detroit, and we have discussed this situation with reps from time to time."

The amount of cut-rate dealing a magazine does is "a factor" in media selection, "but not an overriding one," he said.

"The basic reason we buy a magazine," he said, "is its editorial content; then we consider the market it covers. Numbers are not the most important point."

West Coast agencies surveyed by AA showed little interest in the cut-rate subscription situation.

• C. W. Fisher, of the McCarty Co., said he "does not think magazine cut-rate subscriptions do magazines any particular harm." #

How Offers Compare with Regular Prices

(Chart prepared by Leo Burnett Co. based on special subscription offers from Publishers Clearing House.)

Magazine	Price Per Copy: Special Sub.	Regular Sub.	Regular Single Copy	% Spec. Sub. is of Regular Subscription	% Spec. Sub. is of Regular Single Copy
General Editorial					
The Atlantic	31 ¢	60 ¢	60¢	50%	42%
Harper's	27-2/3	50	60	55	46
Holiday	25	49-1/2	60	51	42
Life	10	11-1/2	20	87	50
Look	7-2/3	15	25	51	31
Saturday Evening Post	7-2/3	11-1/2	15	67	51
Home Service					
The American Home	12-2/3	25	35	51	36
House & Garden	25	50	60	50	42
House Beautiful	25	41-2/3	60	60	42
Living for Young Homemakers	16-2/3	33-1/3	40	50	42
Women's					
Good Housekeeping	14-1/2	29	35	50	41
Ingenue	14-1/2	29	35	50	41
Ladies' Home Journal	12-1/2	25	35	50	36
Parents' Magazine	16-2/3	33-1/3	50	50	33
Men's					
Argosy	21	42	50	50	42
Esquire	25	50	60	50	42
True	17-3/4	33-1/3	35	53	51
Youth					
American Girl	13-1/3	25	25	53	53
Boy's Life	18	25	25	72	72
Childrens					
Children's Digest	30	50	50	60	60
Humpty Dumpty's	30	50	50	60	60
Women's Fashions					
Glamour	17-1/2	33-1/3	40	53	44
Mademoiselle	25	41-1/2	50	60	50
Vogue	30-1/2	42-1/2	60	72	51
Motion Picture					
Motion Picture	10-1/2	21	25	50	42
Photoplay	10-1/2	21	25	50	42
Fishing & Hunting					
Outdoor Life	14-1/2¢	28-1/3¢	35¢	51%	41%
Sport's Afield	15	29	35	52	43
Gardening					
Flower Grower	14-1/2	29	35	50	41
Popular Gardening	14-1/2	29	35	50	41
Mechanics & Science					
Mechanix Illustrated	12-1/2	25	25	50	50
Popular Mechanix	15	29	35	52	43
Popular Science	14-1/2	28-1/3	35	51	41
Photography					
Popular Photography	21	42	50	50	42
Sports					
Sports Illustrated	8-1/2	13	25	65	34
News					
Time	7-1/3	13-1/2	25	54	29
Health					
Todays Health	12-1/2	25	35	50	36
TV & Radio					
TV Guide	7-1/3	9-1/2	15	77	49
Literature					
Saturday Review	7-1/2	13-1/2	25	56	30
Romance					
True Story	10-1/2	21	25	50	42

Magazine Ad Volume Gains

U. S. magazine advertising volume "turned the corner" and reached a record figure in the third quarter of 1961. Revenues were $175,000,000, up $3,000,000, or 1.8% over the 1960 period. For the first nine months of 1961, the total dipped 2.3% to $594,100,000.

Speer, Mays Merge

Speer Advertising Agency, Los Angeles, and Mays & Co., Los Angeles, have merged to form Speer & Mays, with offices at 1833 W. 8th St.

Research Better to Push Dailies, NNPA Is Told

(Continued from Page 2)

emphasized that what salesmen need is first, a basic market presentation and then from time to time a sales piece addressed to a specific sales policy.

Dorothy Staley, promotion director, *Santa Monica Evening Outlook*, detailed what a sales promotion piece should contain. To capture an advertiser or an agency, she said, you have to prove first that there is a market for him, and second, that your newspaper is the only one that can reach the market.

■ Market information, she continued, should cover population, growth, construction, bank deposits, bank debits, sales, and car registrations. The advertiser wants to know, Miss Staley continued, "not just circulation but readership, the kind of households you are reaching, and whether they are willing to spend."

Alfred L. Goldblatt, merchandising director of Botsford, Constantine & Gardner, Seattle, dumped on a table a foot-high pile of media promotion reports that he said were received in a single, normal week. He said all of it is skimmed to see what is useful to an agency buying space. But he added, "I wish you were forced to read every word of the promotion we get; I don't think you would put out that kind of stuff; this is junk."

Most newspaper and media promotion, Mr. Goldblatt said, thinks of the needs of the agency, the buyer, last. "We are buyers, but from looking at this promotion, you have no concept of our needs."

■ What a newspaper's research might contain and how it can build advertising was told by Wishard A. Brown, assistant publisher, and Ray Rogers, promotion manager of the *San Rafael Independent-Journal*.

The *Independent-Journal* at a cost of $6,000 undertook a survey of its own market, through Field Research Co. The objective was to learn the character of the households in the market—age groups, education, occupation, where employed, family income, size of family, number of autos, boat ownership, travel, entertainment habits and even the number of pets.

Out of this survey came the basic concept of a quality market, where "income is our principal product." One-third of the heads of families earn $10,000 a year or more, for example, Mr. Rogers said.

■ The moderator, Norwin Yoffie, of the *Pasadena Independent Star-News*, said, "Tv and radio realize where the biggest advertising money is—it's in retail. We are pretty smug, because we have not been hurt. One of these days we are going to wake up and find we have been hurt."

Mr. Henes noted that the Bureau of Advertising, ANPA, derives its revenues as a percentage of national advertising income of member papers, and the proportion of national advertising has been shrinking.

Use of special section merchandising promotions to build retail advertising was stressed by Virgil Langdon, *Tacoma News Tribune* retail ad manager. He estimated that at least 65% of advertising in special sections or promotions was "new business that we would not otherwise enjoy." Ultimately, he said, these special promotions "can add 10% to our total linage."

Next issue closes November 15, 1961

The families who pay $1.25 for this book do so because they are ***ready***, ***willing*** *and* ***able*** *to spend money in the new-home market. / Aren't these the people* ***you*** *want to reach?*

The families who buy BH&G's Home Building Ideas Annual have big plans—*spending* plans—for the future. A recent research report reveals that nearly *half* of the families who purchased the 1961 edition plan to build or buy a new home within the next two years.

Better Homes and Gardens Idea Annuals are *edited for action*. Readers expect—and *get*—page after page of practical *ideas*. This editorial climate encourages readers to return to the pages often, and makes your advertising messages work hard to spur interest, spark sales.

No doubt about it, 1962 will be a competitive year. The new BH&G Home Building Ideas Annual goes on sale January 18, with a rate base of 185,000 families. Plan for a prosperous New Year now by using the Annual to tell and sell your product story.

MEREDITH of DES MOINES

... America's biggest publisher of ideas for today's living and tomorrow's plans

MORE SPECIALIZED BH&G IDEA ANNUALS

KITCHEN IDEAS for 1961	GARDEN IDEAS	HOME IMPROVEMENT IDEAS	HOME FURNISHING IDEAS	CHRISTMAS IDEAS
Publ. est., 1962 issue: 225,000	Publ. est., 1962 issue: 135,000	Publ. est., 1963 issue: 180,000	Publ. est., 1963 issue: 475,000	Publ. est., 1962 issue: 600,000
Closes: October 16, 1961	Closes: December 15, 1961	Closes: June 15, 1962	Closes: July 16, 1962	Closes: August 15, 1962
On Sale: December 21, 1961	On Sale: February 20, 1962	On Sale: August 21, 1962	On Sale: September 20, 1962	On Sale: October 18, 1962

CHARLESTON

Is West Virginia's State and Industrial Capital

NUMBER TWO NATIONALLY

YEAR after year Charleston shows up exceptionally well in Average Worker's Income — the earnings of production workers in manufacturing.

The latest tabluation appeared Aug. 28 in *U. S. News and World Report* for the first half of '61. In their list of 78 selected cities, Charleston ranked second highest in the nation. Here is the first ten:

City	Average Worker's Income
Detroit	$6,295
Charleston	6,272
Sacramento	6,130
Dayton	6,127
Sioux Falls	5,982
Spokane	5,980
San Francisco	5,953
Casper	5,857
San Diego	5,856
Pittsburgh	5,846

The U. S. average for A.W.I. was $4,914.

Why is Charleston near the top year after year? It's because of the huge chemical industry here that's solid to the core and constantly growing.

Agencies serving clients who do business in the Charleston Market would be wise to buy space in Charleston's newspapers.

Best Basic Buy
IN WEST VIRGINIA IS
THE CHARLESTON NEWSPAPERS

The Charleston Gazette

Charleston Daily Mail

Sunday GAZETTE MAIL

Charleston 30, W. Va.
Publishers: Newspaper Agency Corporation
Reps.: Johnson, Kent, Gavin & Sinding, Inc.

This Week in Washington . . .

U.S. Ponders Multi-Million Dollar Ad Spending in Political Campaigns

By Stanley E. Cohen
Washington Editor

WASHINGTON, Oct. 5—It's almost a year since the 1960 elections. But the high—and rising—cost of campaigning is still fresh in the minds of the professional politicians.

In 1961 the Senate campaign expenditures committee gave serious consideration to proposals updating the existing election spending laws. And now President Kennedy has appointed a nine-member commission to recommend improved ways of financing Presidential campaigns.

Nobody really knows what a national election costs. Radio-tv expenditures of Presidential and congressional candidates alone involved nearly $11,200,000 in 1960, according to a survey by the Federal Communications Commission (up from $6,600,000 in 1956). Experts have estimated all spending at well over $100,000,000.

Existing law puts rigid limits on the amounts that candidates for federal office can spend. For Presidential candidates, for example, the limit is $3,000,000, and for members of the House $25,000. Since these limits have no relation to the real cost of getting elected, they are universally evaded wherever a contested election is held.

■ Like any promotional campaign, the task of getting a candidate's name and personality before the voters is a complex matter. In addition to the usual political machinery that must be organized and supported, the candidate must have skilled advertising assistance, and he must be able to finance an advertising campaign saturating all available media.

That's one of the realities, incidentally, that many admen tend to forget when they marvel at seemingly perverse attitudes of members of Congress. Congress consists largely of people who have had a subjective view of advertising at work in the political arena. They are sympathetic—or sour—depending on their own experiences with it—or in spite of it.

Sen. Maurine Neuberger (D., Ore.), who has devoted some study to the problem, estimates that a senatorial campaign in a moderate-size state can cost about $200,000. In a big state, it often runs at least $1,000,000. The U. S. government pays a senator $22,500 a year—plus some very valuable fringe benefits, such as cheap lunches in the Senate's subsidized restaurant, free medical care, free worldwide travel, and a gilt-edge retirement plan.

■ Even with all these and other hidden remunerations, however, it is quite obvious that most senators get more revenue from interested supporters than from the U. S. Treasury. So perhaps we should not be surprised if a senator is occasionally inclined to consider the welfare of an interested constituent ahead of the welfare of the public as a whole.

The handling of political campaign funds is a fairly mysterious subject. Federal candidates are required to report all the contributions they receive, and the expenditures they make. But most of the money is paid into "front" organizations and unofficial campaign funds, and this need not be reported. Nor must the expenditures of these special funds be reported.

An official of a labor organization recently reported that his union has discovered that there is no real political mileage in contributing money to either of the national committees. "We found too much of it went to run cocktail parties for a lot of stuffed shirts," he explained.

■ Later, this union decided to make its contributions to the congressional campaign committees. "Soon we found we were simply financing cocktail parties for a different set of flunkies."

A third approach was tried. Money was paid directly to the campaign funds of candidates. After a while the unjon decided there was too much slippage. A lot of money went to the candidate, but the results couldn't be identified.

Now this union has perfected a procedure which squares nicely with today's facts of life. It pays nothing to national committees, congressional committees, or even candidates directly. When a "friendly" candidate needs money, however, the union selects an item it wants to encourage—perhaps the production of a brochure, or the purchase of a block of tv time. "Go ahead and order it," it tells the candidate. "Just have it billed directly to us." Later, it knows exactly what it paid for—and so does the candidate, each time the union wants a favor.

Moreover, the cost of the election itself is only part of the story. A primary fight can be just as expensive as an election. In Maryland, for example, a prospective candidate considering a fight for the Democratic senatorial nomination has told his friends they must be prepared to spend $200,000. That's quite a commitment for the candidate and his friends to make, merely for an opportunity to compete for the right to go into another costly—and uncertain—election in the fall.

■ Some of the elementary election reform bills considered by the Senate expenditures committee in recent years have nipped at the problem by proposing more realistic spending limits for candidates—including the rump movements that help their campaigns along. Sen. Neuberger and President Kennedy, however, have been thinking in terms of direct federal subsidies, so that candidates may be a bit more independent of the big campaign contributors.

"It is not material whether such funds are obtained from business or labor," Sen. Neuberger says; "he who pays the piper calls the tune." Her bill (S. 1555), which also has several co-sponsors, sets up an office of election finance, which would pay half the cost of a specific modest amount of radio-tv time for each candidate for federal office, and cover other campaign expense up to a limited amount (AA, April 24).

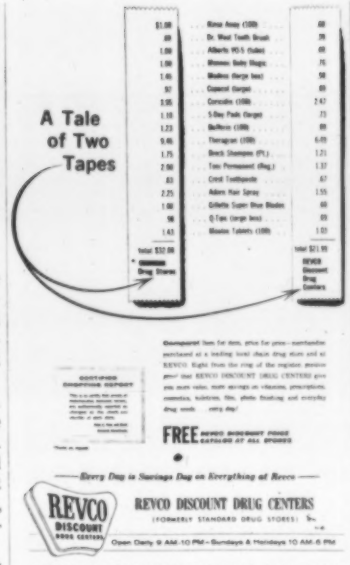
■ President Kennedy's interest in changing our election laws was publicly expressed at a press conference last May. He notes that the problem has been recognized and debated since the days of Theodore Roosevelt.

"To have Presidential candidates dependent on large financial contributions of those with special interests is highly undesirable," the President says, "especially in these days when the public interest requires basic decisions so essential to our national security and survival."

■ His nine-man non-partisan commission, under Alexander Heard, dean of the graduate school of the University of North Carolina, includes among others, Paul Porter, former chairman of the FCC, now a prominent attorney here, and Walter Thayer, president of the *New York Herald Tribune*. The President has asked the commission to review all the various election reforms that have been considered by Congress, plus the unique systems of election financing that have been worked out in Puerto Rico and a number of democratic countries overseas.

The commission will also consider the advantages that accrued from special legislation which was passed by Congress in 1960 to clear the way for the Kennedy-Nixon campaign debates. That bill, which permitted the networks to give time to the major candidates without offering similar time to splinter parties, was a one-time measure, which won't be available in 1964 unless additional legislation is passed. (And even then, of course, the debates could not be held in 1964, unless there are two candidates who are willing to take the risks.)

■ From the FCC study of the 1960 campaign we already know that the permissive legislation in no way reduced the amounts spent in radio-tv. However the FCC figures show that expenditures for network time dipped from $3,251,000 to $3,006,000, at a time when total spending for radio-tv increased from $6,566,000 to $11,189,000. One conclusion may be indicated. While the networks gallantly helped the Presidential candidates hold down their campaign costs, the "savings"—and then some—were promptly deflected to the affiliates. #



DRUG DEPARTURE—*This newspaper ad for Cleveland's new drug chain, Revco Discount Drug Centers, uses ample white space, general sell, and pictures no merchandise. The ad is part of a 12-week, $250,000 campaign.*

$250,000 Ad Splash Launches Cleveland Drug Discounter

CLEVELAND, Oct. 5—Revco Discount Drug Centers launched a $250,000 12-week advertising campaign in the greater Cleveland market with a 16-page tabloid insert in the *Cleveland Plain Dealer* Oct. 1.

Revco, successor to Standard Drug Co., opened 40 stores in five northern Ohio counties the following day.

■ The discount chain is following with weekly ads in the *Cleveland Plain Dealer* and *Cleveland Press*. A typical insertion shows how consumers could save $11.09 on the purchase of 17 nationally advertised brands from Revco stores.

The drug discounter will also use radio and tv spots built around singing star Johnny Desmond. Radio advertising approaching saturation level is slated for four Cleveland radio stations. WHK will carry 115 newscasts per week and WERE is scheduled for 270 spots, and both stations will merchandise the campaign with mobile units, bus cards and contests. WJW and KYW will carry 100 radio weather capsules per week.

■ KYW-TV will carry 40 commercials per week, and WJW-TV 43 spots weekly. Bus cards, plus searchlights at 10 Revco locations, will also be used.

"We feel that our advertising plans reflect the revolution in merchandising which our stores represent," Bernard Shulman, Revco president, said. "Being absolutely dependent on a turnover which averages seven times that of the normal drug chain, we feel justified in undertaking such an extensive campaign. The amount we have committed for Cleveland advertising gives some indication of our faith in this new concept of retailing."

W. B. Doner & Co., Detroit, is the agency for Regal D. S. Inc., corporate parent of Revco. #

JESS HAYWOOD

RENO, Oct. 4—Jess Haywood, 63, president and owner of the Haywood Co., northern Nevada outdoor advertising company, died in his sleep at home here Sept. 28. Mr. Haywood entered outdoor advertising in 1916 after naval service in World War I, joining Foster & Kleiser in Los Angeles. He was that company's general sales manager in San Francisco in 1946, when he bought Leggett Outdoor Advertising Co. here. He was a member of the Outdoor Advertising Assn. of America and Outdoor Advertising Inc.

HAMMETT A. CECIL

HIGH POINT, N. C., Oct. 5—Hammett A. Cecil, 71, general manager of the *High Point Enterprise* for 33 years and publisher of the *Tribune*, Thomasville, N. C., for 18 years, died here Sept. 30.

Mr. Cecil had been a member of the North Carolina Press Assn. for many years and was an honorary member of that organization at the time of his death. He was a World War I Navy veteran.

WILLIAM BREARLEY

ENGLEWOOD, N.J., Oct. 3—William C. Brearley, 41, radio sales manager for the George P. Hollingbery Co., New York, died suddenly at his home here Sept. 28. Mr. Brearley had been an executive in the recording division of WOR prior to joining Hollingbery in 1951.

Harnischfeger Names F&S&R

Harnischfeger Corp., Milwaukee, has appointed Fuller & Smith & Ross, Chicago, to handle advertising for its newly formed tower crane division. Other agencies bidding for the account were Hoffman, York, Paulson & Gerlach; Klau-Van Pietersom-Dunlap; Marsteller, Rickard, Gebhardt & Reed; Cramer-Krasselt Co.; and Geyer, Morey, Madden & Ballard. F&S&R also handles the construction and mining, diesel engine and export divisions of Harnischfeger.

4A's Chapter Elects Stimpson

Irving E. Stimpson, of Baker & Stimpson Advertising, has been elected chairman of the Puget Sound Council of the American Assn. of Advertising Agencies. Also elected were Jack Ehrig, of Kraft, Smith & Ehrig, vice chairman, and Robert Root, of Botsford, Constantine & Gardner, secretary-treasurer.

The Advertising Market Place

Rates: $1.50 per line, minimum charge $6.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Replies are forwarded daily. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1961 — 50,291

HELP WANTED

EDITOR, COPY: fast-moving business weekly; make staff assignments, read copy, some rewrite; knowledge advertising-communications file helpful; top company; good future for right man; give salary requirements.
Box 5286, ADVERTISING AGE
630 Third Ave., New York 17, New York

MANAGING EDITOR
Semi-Tech estab. monthly trade paper has opening for exp. managing editor. Ability to organize, plan and produce quality features on tight schedule. If you know how to get results, write immediately to
Box 5287, ADVERTISING AGE
630 Third Ave., New York 17, New York

GENIUS WANTED
Trade paper publisher seeks versatile, cost conscious administrator. Job demands creative ability; broad knowledge of trade paper operations; sales mgmt.; circ. prom.; adv. prom.; all aspects. If you can meet such a challenge, write to:
Box 5288, ADVERTISING AGE
630 Third Ave., New York 17, New York

ASSOCIATE EDITOR
Prestige business paper needs seasoned writer with broad knowledge of printing industry. Versatile, efficient, prolific.
Box 5289, ADVERTISING AGE
630 Third Ave., New York 17, New York

GIRL FRIDAY
One-girl office. Must have heavy ad agency experience.
Box 5290, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING ACCOUNT EXECUTIVE
Agency now in expansion program . . . Has need for several new account men . . . **YOU MUST HAVE YOUR OWN ACCOUNTS TO START** . . . The amount of your billing does not matter . . . We provide maximum agency support to each man . . . You are in business for yourself with the agency as your partner . . . No investment needed . . . This opportunity provides a direct relationship between efforts and earnings.
Call . . . Mr. Morton, Lancaster Advertising Ag., MU. 9-2160

COPYWRITERS & ARTISTS
find jobs quickly through **Strictly Ad Personnel** . . . and all they pay is $10. No employment fees. For details about this unique service, **WRITE** to:
STRICTLY AD PERSONNEL
60 East 42nd St New York 17, N.Y.
Or phone for appointment: YU 6-6947

A SERVICE
for the articulate .....and
their cohorts .....
Molene Personnel — **105 W. Adams**
ANdover 3-4424 — **Chicago 3**

CHEMICAL ADVERTISING COPYWRITER
New York city 4-A agency needs an advertising copywriter with a chemical degreen as a member of an account group serving one of America's blue chip chemical companies. Chemical education is a requirement; copywriting experience alone on chemical accounts is insufficient. You will work with others heavy in chemical experience with all advantages of responsible, rewarding position. Write in confidence giving full details of education and experience. Salary open to right man. Our staff knows of this advertisement.
Box 953, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

FOR SALE
RETAIL LIQUOR OUTLETS
ON SPEEDAUMAT STENCILS
150,000 liquor package store restaurant, tavern, wholesaler, and other licenses nationally — all carefully maintained and up to date. 90,000 are notched by type of outlet. If interested, please submit bid to . . .
Modern Server & Spirits Store
104 East 40th Street, New York 16
Tel.: YU 6-1755

HELP WANTED
ADVERTISING-SALES PROMOTION MAN FROM MIDWEST
For leading consumer food company—national and regional advertising programs—must be experienced in all media and have food products experience. Age about 30. Send resume and salary requirements to **Advertising Director, The Rath Packing Company, Waterloo, Iowa.**

WRITER
Young man with imagination and some merchandising experience, for editorial staff of two retail trade magazines in exciting fields, Marine and Armed Forces retail stores; one is new, the other established over 20 years. **Post Exchange Pub. Co., 43 W. Front St., Red Bank, N.J., on the Jersey shore.**

$35,000 Plus
PROMOTIVE ASSOCIATE
Wanted by developer of outstanding new consumer products. Phone
Emerson 1-2858—Miami Florida.
Box 5291, ADVERTISING AGE
630 Third Ave., New York 17, New York

NEW ENGLAND ADVERTISING DIRECTOR
Opportunity to head up $3,000,000 budget for established but aggressive, growing package goods firm. Should be experienced in food, beverages or shelf items. Write full particulars to
Box 5260, ADVERTISING AGE
630 Third Ave., New York 17, New York

Hundreds of $7,000-$35,000 Executive jobs available. Write for free Report. Strict confidence. **National Employment Reports, 105 W. Adams, 830-G, Chicago 3**

ACCOUNT EXECUTIVES
find jobs quickly through **Strictly Ad Personnel** . . . and all they pay is $10. No employment fees. For details about this unique service, **WRITE** to:
STRICTLY AD PERSONNEL
60 East 42nd St. New York 17, N.Y.
Or phone for appointment: YU 6-6947

PRODUCTION MAN
Mid-western pharmaceutical firm seeks young man with several years experience in graphic arts production, special interests in traffic and cost control. Forward resume and salary requirements.
Alan Berrent
Ross Laboratories
Columbus 16, Ohio

SECRETARY—EDITORIAL ASSISTANT
Well known Chicago publisher needs secretary-editorial assistant, with at least three years executive secretarial experience. Must have some knowledge of the publishing field. Also, must be able to do some writing. Excellent opportunity for right girl. Salary commensurate with ability.
Box 950, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

COPYWRITER
In Advertising and Public Relations Dept. of major farm equipment manufacturing company. Liberal arts college background desirable, with Journalism degree preferred. Several years of writing experience with newspapers, agency or corporation required. Opportunity to handle wide range of assignments and grow!
Excellent company benefits. Send resume and salary requirements to:
Personnel Manager
New Holland Machine Co.
DIVISION OF SPERRY RAND CORP.
New Holland, Pa.

MARKETING DIRECTOR FOR TOP CHICAGO AGENCY
To an outstanding man, we offer outstanding opportunity. This is an important job with a large, growing agency. He will have every chance to grow with us. He will work with blue chip accounts. His qualifications:
- At least 5 years in Midwest regional sales management. Experience with all classes of grocery trade.
- Thorough grounding in every aspect of food merchandising, including deals, couponing, display, premium development and so on.
- Ability to develop marketing and promotion strategies based on field and market analysis.
- Finally, but hardly least, imagination. His promotion plans will be creative, distinctive-shaped by experience to be practical.

This man is 30 to 40 years old. The salary is worthwhile and depends on your qualifications. Why not write us right now.
Box 965, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

AD DIRECTOR
ACCOUNT SUPERVISOR
Strong and creative advertising and marketing man seeks growth opportunity. Comprehensive knowledge of all phases of advertising. Extensive package goods experience. Now VP, Marketing Director and Account Supervisor with major agency. Former Ad Director with full responsibility for $3,500,000 budget. Will relocate.
Box 5292, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE IDEA PRODUCER
with background in planning and creating sales prom., advertising, direct mail and PR programs for industry and media. Versatile writer and contact man. Age 31. B. A. degree.
Box 5293, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

A PROFITABLE OPPORTUNITY FOR NEW YORK AREA AGENCY
Executive who is taking early retirement from large Drug and Drug Sundry Manufacturer desires to be Consultant Producer. Experience at manufacturing, chain and retail levels. Have created countless sales campaigns and sales promotions.
Box 5294, ADVERTISING AGE
630 Third Ave., New York 17, New York

WRITER FOR RENT
Well-seasoned pro—last 14 yrs with top-10 agency—now free-lancing. Original. Versatile. Reliable. Strong on TV consumer copy.
Box 5295, ADVERTISING AGE
630 Third Ave., New York 17, New York

FARM ADVERTISING—Which do you need? Ad mgr? Copy chief? A. E.? Copywriter? One or all? Need agency & client exp.? Start when? 5-figure pay? Want resume?
Box 5296, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

International Art Director
Idea man, designer. Local & overseas exp. with intl. agcys. Lat. Am. market. Fluent spanish, Fair french, italian. Consumer, trade. prom., billboards, TV desires position with intl. agcy/co. Willing to travel overseas. Age 31, married.
Box 5297, ADVERTISING AGE
630 Third Ave., New York 17, New York

Advtg. Exec. Strong natl. cons. prod. agency exp. Mktg., mdsg., creative. 34.
Box 5298, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TWO-HEADED ACCOUNT EXECUTIVE
Rare find: Marketing Expert who doubled sales of proprietary drug brand, established another as country's #1 seller. Creative Supervisor who originates campaign themes, coordinates their development. Will put both heads to work as Agency AE or Client Ad/Brand Manager.
Box 5300, ADVERTISING AGE
630 Third Ave., New York 17, New York

PHD PSYCHOLOGIST
RETAIL ORIENTED
Five years experience in research, planning, contact on down to earth campaigns that have maximum impact on retail sales. Work with clients and agencies in wide range of industries including appliance, auto, chemicals and others. Mid-thirties.
Box 5299, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WRITER—FREELANCE
Food—Fashions—Catalogues. Top National Accounts & Agencies Experience. Original—Dependable—Reasonable.
Box 5229, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INDUSTRIAL REPORTING, writing and photo-journalism on assignment within 500 miles of Chicago. Midwestern Editorial Service, P. O. Box 91, Evanston, Ill.

JUNIOR ADVERTISING EXECUTIVE
MBA 1958, Market Research. 2½ years media research experience, major N.Y. agency. Looking for diversified growth position requiring intelligence, analytical and writing ability, and hard work.
Box 5304, ADVERTISING AGE
630 Third Ave., New York 17, New York

SALES/MARKETING MANAGER
12 years experience organizing & directing sales programs, USA & abroad: Know advertising & promotion, market research, sales training, setting up distribution. Desire demanding marketing position with agency or firm expanding here or abroad. Adaptable. Fluent Spanish, French. 34. AB. Married. Veteran. Can relocate.
Box 949, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

Sales Promotion Manager
We are a leading manufacturer of custom-designed electric signs. We seek an all-around professional capable of handling copy, layout, and production . . . creating displays and dimensional designs . . . and managing participation in trade show exhibits. Ad agency experience helpful. Salary open.
For confidential consideration of your qualifications, contact our consultants shown below.
Write or phone Mr. Grant:
FREDERICK
CHUSID
& COMPANY
Management Psychologists
205 W. Wacker Drive, Chicago, Ill.
Telephone STate 2-3525

POSITIONS WANTED

INDUSTRIAL ADVERTISING AND SALES PROMOTION MANAGER
Sales oriented with first hand knowledge of selling thru distributors. Proven experience that can sell for you in advertising, sales prom., training, product introduction, etc. 30 years old and ready to go with either agency or mfgr.
Box 5306, ADVERTISING AGE
630 Third Ave., New York 17, New York

PUBLIC RELATIONS-PUBLICITY
High caliber consumer and industrial background acquired with leading agencies, mfrs. Strong in ideas, client and press contact, creative and factual writing. 31.
Box 5307, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DYNAMIC FREE LANCE TEAM
Let 2 top flight advertising specialists sharpen your sales bid with their wide experience in all phases of advertising: Retail—Catalog—Direct Mail. Fifteen years proven creativity and copy expediency. Strong on sales ideas, copy, layout, and production. Fast—dependable—reasonable.
Box 5302, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ALL AROUND AD PRO
Agency, Ad. Mgr., Publ. able administrator, copy, media, prod., direct mail.
Box 5303, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE ART DIRECTOR-DESIGNER
Experienced all phases—16 years. A **WORKING** Art Director. Versatile, fast and with an unusual ability to interpret. Sales experience. $13,500.00 per year. Will relocate.
Box 5308, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES DYNAMO—SPACE OR TIME
6 yrs. good exp. Top record. Travel; relocate; 36.
Box 5219, ADVERTISING AGE
630 Third Ave., New York 17, New York

SALES DYNAMO-TIME OR SPACE
7 yrs. thor. exp., trade cons. Travel. Strong record. 35.
Box 5305, ADVERTISING AGE
630 Third Ave., New York 17, New York

PUBLIC RELATIONS
Writer or Manager
Seasoned writer of financial, product, personnel releases, speeches, etc., for large manufacturer, seeks position with agency or large P.R. department where heavy writing volume is required, or will accept supervisory position in smaller P.R. department for agency or manufacturer. Can handle exhibits, public events, conventions, etc. Prefer Chicago area. Six years diversified public relations experience, over 20 years with metropolitan newspapers and press association as reporter and financial writer. Age 50, married, good health. Salary requirement $10,000-$12,500 depending on opportunity.
Box 5301, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

THERE MUST BE a small or medium sized agency in San Francisco or Los Angeles area that needs a young seasoned A/E that writes sound copy and does his own layouts. Client proven satisfaction on national accounts. A/E now with eastern agency.
Box 5309, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES WANTED

Representatives wanted in New York City—to cover East for consumer publications.
Box 5311, ADVERTISING AGE
630 Third Ave., New York 17, New York

Representatives wanted—located in New England—to cover New England territory for consumer publications.
Box 5312, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES AVAILABLE

PUBLISHER SEEKING STRONGER
Sales Effort, Better Sales Results NY area Bus-Fin/Consumer/Trade, write:
Box 5310, ADVERTISING AGE
630 Third Ave., New York 17, New York

PUBLISHER'S REPRESENTATIVE
Let our extra capacity and ability produce for you. Both consumer and industrial publications handled with ease. We prove productive in any of the midwest states you have open.
Sales Research Company, 4645 N. Murray Avenue, Milwaukee 11, Wisconsin.

BUSINESS OPPORTUNITIES

A $20,000,000,000 MARKET
We specialize in a very LARGE and a very IMPORTANT market—a market spending ANNUALLY in excess of $20,000,000,000—this is an eager, buying, brand conscious, exciting, UNLIMITED market—the NEGRO market! ! Allow us NOW to be of service to you—to EFFECTIVELY increase your sales, to establish and maintain your image, identity and raport, to increase your distribution and solve any of your marketing problems.
Contact immediately
METROPOLITAN MARKETING ASSOCIATES
MARSHALL FIELD ANNEX BLDG.
25 E. WASHINGTON
CHICAGO 2, ILLINOIS

ARTHUR CARWARDINE
Negotiator for the Sale of Publication Properties
209 So. LaSalle St. Chicago 4 FI 6-4577

MISCELLANEOUS

ELLIOTT ADDRESSING SYSTEM
Will handle 500,000-name mailing list on 4½" x 2" stencils. All equipment is in mechanically excellent condition, ready to use. System consists of:
2—Automatic Stencil Cutters
1—Addressing Machine, Model 300
1—Addressing Machine, Model G3
1—Addressing Machine, Model G3EW
16—100 Drawer File Cabinets (Capacity 30,000 stencils each)
2—D.D. Addressorettes
Total cost new was $19,000. Our price for all equipment listed above, $6,500 (F.O.B. Colorado Springs). For further details, contact **Walter Drake & Sons, Inc., 3 Drake Building, Colorado Springs, Colo.**

Our 50th Year
TV COPYWRITERS—man & woman
splendid oppty—
Chicago agcy. $7500-8500
MKTG. Research—28-35—MBA degree
desirable—consumer exp. nec. 7800-9000
ADV. MGR. Woman—retail notion exp.
helpful—excel. pot. Chgo. firm 7500
MANY MORE—MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

Publishers
Established representative invites publishers' inquiries regarding coverage of Middle-West territory. Since 1952.
James k. millhouse
PUBLISHERS' REPRESENTATIVE
Palmolive Building, Chicago 11, Ill.

ART DIRECTOR and COPYWRITER wanted

THE AGENCY: A young, ambitious, growing 4A agency that thinks and acts bigger than they are. Completely departmentalized. Staff of thirty. Accounts serviced by professionals in copy, art, research and media. Billings divide nearly equally between industrial and consumer. Excellent creative reputation.

THE CITY: A progressive, midwest city of 100,000—delightful town to raise children. Excellent schools and playground facilities. City offers a symphony, community theater, art gallery and college.

THE JOBS: Art Director— should know principles of good advertising, be able to render comps and design well and fast, direct other layout artists, buy art wisely, work well with writers. Art Director uses studios and free lance artists wherever the talent is available. Agency experience is preferred.

Copywriter—a real opportunity for a talented writer to build an impressive portfolio. For the craftsman well grounded in advertising, there is a great deal of creative freedom. Agency experience preferred.

Send complete resume, well-edited samples (they will be returned) plus salary requirements to:
Box 951, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

More Market Place ads on Page 138

ADV'G/SALES/SALES PROMOTION
BUILDING MATL'S & APPLIANCES

- 14 yrs. MFGR-PUBL'G EXPERIENCE
- Can formulate, coordinate, administrate —and sell to mgmt.—constructive space & merchandising programs to help attain sales objectives . . . easier.
- Cost-savings budget and co-op control systems.

Box 943, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

TRADE PUBLICATION
for sale or merger

Fourteen-year old, Chicago-based trade publication available for sale or merger with established business publishing organization. With or without services of present editor and staff. President and publisher desires talks with principals only. Reply in confidence

Box 954, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

the copy shop
MU 3-1455
270 madison/ny 16

COPYWRITING STUDIO
Confidential Work

Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.

Persuasive Communication any kind — any medium

ADVERTISING MANAGER—
RETAIL FURNITURE CHAIN

Outstanding opportunity for experienced man. Must know newspaper layout, copy and direct mail. Should be able to coordinate advertising and promotional activities of all stores. Substantial salary. Locate in midwest city.

Box 952, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

LAYOUT ARTIST

Minimum 3 years advertising layout experience. Excellent working conditions in new, custom-designed building. Salary open. Outstanding possibilities in rapidly expanding agency. Write giving complete details.

ART DIRECTOR
HESSELBART & MITTEN ADVERTISING COMPANY
201 West Cedar Street · Akron 7, Ohio

CREATIVE HOUSE PERSONNEL

One of the most heart-warming things about this venture is the way you people have accepted us.

The very top agencies—who would never dream of going to an "employment agency"—have come to us to help them in recruiting.

Top admen have come here, too.

By actual count, 94% are not registered anywhere else. They include agency presidents, copy chiefs, department heads, and just plain wonderful people.

The other day we were quite surprised to hear that Leo Burnett was in our lobby looking for a job. Turned out it wasn't Leo at all, but a top promotion man (asking price $25,000) who was a dead ringer for him.

But you can always expect the unexpected at Creative House.

NOTE TO WRITERS:

Know what our greatest weakness is?

We just don't have enough good writers in the $8,000 to $12,000 class.

We trust this public notice will quickly rectify that.

For women, we have three now-I-can-buy-my-own-mink-coat type of jobs. One in cosmetics. One in foods. One in package goods.

So come in and know what it's like to be really wanted.

Among our many jobs for men are two really fun spots for guys who can write like Doyle or Dane or possibly Bernbach.

All told, we have 29 copy spots which must be filled now, including a copy chief spot at $35,000.

WE LOVE ART

We are crazier about artists than the Earle of Ludgin even.

To fill our current openings in agencies and studios, we need key-liners, designers, illustrators, letterers, layout men.

We could even use Whistler's father.

This week's openings range from $6,500 to $25,000. As a matter of fact, as we were writing this, job order number 161 just came in. It was for an artist.

Must we draw *you* a picture?

NEED AN ACCOUNT MAN?

We once said an account man is a fellow who approaches every problem with an open mouth.

Okay, we said it. And now we're sorry we said it.

We're sorry because some of the AE's, who are now registered with us, are so darned good they frighten us. And we don't frighten easily.

If your agency needs help in this department, a call to DE 7-0001 will put you in touch with some of the Greats in the business.

Note the capital "G".

LIKE TO WORK FOR US?

We need an advertising agency man, who really knows the business, to help us fill our many jobs. Send us your particulars if you think you're our very particular guy.

THIS & THAT

We have eight jobs for PR men in the $8,000 to $12,000 area, a few choice spots for ad managers, including one with a meat packer. (Do they call them meat heads?) Our TV listings include media buying, producing, storyboarding and writing.

We also have these:

Package Designer	$15,000
Personnel Director	14,000
Food Researcher	12,000
Electrical Mag. Editor	OPEN
Billboard Sales	OPEN
Award Tpe DM Writer	OPEN
Agency Staff (Tokyo)	OPEN

THE LAST WORD

We don't have jobs for everyone.

But we do have more jobs than anyone.

So, if you're planning a job change, how much easier it is to call on us *first*. It might take us time to find the perfect spot for you — but, at least, you'll have the privilege of rejecting, *without being rejected*.

To get into our active files, just send us a postcard requesting our application forms.

Could anything be simpler?

JACK BAXTER KNOWS ADVERTISING · ADVERTISING KNOWS JACK BAXTER
41 E. OAK CHICAGO 11 DE 7-0001

available

Creative COPY-CONTACT A.E.
ADVTG. SALES PROM. MGR.

with unique talents, + values!

Seasoned all-around pro. Capable resourceful A.E. on varied consumer, industrial, retail accts. Sound marketing plans, merchandising campaigns, promotions. Versatile, imaginative writer, creative ideas. Will handle accts., develop new business, spark creativity, assist management. Capable exec. or shirt sleeve self-starter (over 16 years exp.) on plans, budgets, media, schedules, collateral, graphic arts. Former owner small agency, 4-A A.E., sales-oriented Ad Mgr., now conduct sales prom. service. Seek growth oppty., salary open. N.Y.C. area only. Box 948, ADVERTISING AGE, 630 Third Ave., New York 17, N.Y.

WANTED
$20,000
REWARD

Highly creative 10 year old agency, on expansion kick, looking for creative A/E to join 25-man staff.

We expect you to walk into our shop with at least $350,000 in billing. You can expect us to produce like crazy.

We have great expectations.

Box 947, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

NEEDED NOW

. . . 2 experienced agency men with top potential

Major Midwestern agency (not Chicago) is expanding rapidly to serve increased billings of present clients as well as new business. Among current personnel needs are:

Art Director . . .
A real "pro" in print. Must have creative flair, judgment and taste to contribute to agency's reputation for outstanding advertising. We prefer a man with national packaged goods experience plus some interest in administration.

Industrial Account Executive . . .
Well-informed on business developments and able to work closely with top industrial marketing people. He will be backed by complete facilities of the agency, including award-winning copy and art staff, but needs to know all phases of job.

Location is in one of the country's most pleasant metropolitan areas, with wide range of recreational facilities. Our fringe benefits are excellent. Please send full particulars.

Box 956, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

WANTED: AD AGENCY

Solid, profitable advertising agency with growth ability sought by all-around, top-level advertising marketing executive who wishes to purchase substantial share. Can deliver extensive experience and know-how in all phases. Now VP, Account Supervisor with major agency. Exceptional new business potential. Write in confidence

Box 955, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING AGENCY
COPYWRITER - CONTACT

If you're a pro with a reputation for turning out fresh, sales producing copy, you may be the man we're looking for. Experience in TV, radio, newspaper and tradepaper copy writing is a requirement. Some client contact and service, and a wide open future. We're a 43 year old, 4-A agency. Send resume and salary requirement to:

Willis/Case/Harwood, Inc.
222 Talbott Bldg., Dayton, Ohio
Phone BA 2-5542

DON HARRIS NEEDS . . .

AE, top New York agency, experienced major product or products with food-store distribution, marketing, marketing plans, promotions. A full-range AE with supervisor potential. From early 30's (if highly exceptional) to 45 ..... $18-$20M+

TV-RADIO WRITER. Experienced wide product range. Imagination, flair, patience for routine jobs. Late 20's into 40's ..... $12-$15M

LAYOUT ARTIST. Highly creative. Consumer, industrial. 24-person agency, lovely city. Exceptional fringes. No age limit $12M

DON HARRIS, Director
LOU PAETH, Associate Director
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson Blvd., Chicago. WA 2-9400

WE'RE LOOKING FOR A
WRITER'S WRITER

We want a superb writer, not just a fine copywriter. A man who spontaneously writes provocative but meaningful headlines, brilliant captions for pictures, copy that says something with style, verve, color and excitement. He thoroughly understands advertising, but his primary interest is in writing it, not directing it, or selling it, or defending it. He will have freedom; he will be appreciated; he will prosper—with us. If you are interested, and honestly feel you qualify —send a brief resume to **Robert J. Wanamaker, Copy Director, Edward H. Weiss and Company, 360 N. Michigan Ave., Chicago, Illinois.**

SKIN DIVING PICTURES

Authentic underwater pictures with diving gear used correctly. Unusual color or black & white photos as only experts can provide.

SKIN DIVER PUBLICATIONS, INC.
P. O. Box 111 Lynwood, Calif.
Publishers of SKIN DIVER MAGAZINE and DIVING NEWS

FREE

WEST COAST OFFICE

Reputable Adv. Exec. & PR counsellor (25 yrs.); back from Europe, opening office. Will service your accounts, overhead free. Complete liaison, both & social, for your VIPs. Will discuss your HQ my expense. Further details?

Box 27 Q 280, ADVERTISING AGE
4041 Mariton Ave., Los Angeles 8, Cal.

Fine, Fast, Fairly Priced Photography

pics photographers
DEARBORN 2-1062
187 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS

PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

LAYOUT ARTIST

We are looking for the outstanding layout man (or woman) in this area. Experience, fresh approach, ability to do finished art are important. In return, we offer starting salary in keeping with your ability, and an opportunity to grow. Pleasant surroundings (north light, of course) in one of Dayton's choicest locations. Call BA 2-5542 for appointment.

Willis/Case/Harwood, Inc.
(Formerly
Hugo Wagensell Adv. Agency)
222 Talbott Bldg., Dayton 2, Ohio

WANTED—Young Assistant A. E.

In late twenties or early thirties. He will fill Number 2 spot on an important consumer goods account. Must be good on detail followup, have working knowledge of account handling, including media and production. Excellent opportunity to become important member of leading medium-size Chicago agency. Starting salary in $8,000 range, depending on experience. Please furnish resume, references and snapshot. We will keep your confidence. Our people know of this advertisement.

Address: Box 957, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

ILLUSTRATOR

Advertising illustrator with at least 3 years of experience wanted for rapidly expanding agency. Salary open. Excellent working conditions in new, custom-designed building. Write giving complete details.

ART DIRECTOR
HESSELBART & MITTEN ADVERTISING COMPANY
201 West Cedar Street · Akron 7, Ohio

A somewhat unusual

CREATIVE DIRECTOR

Wanted

By a somewhat unusual agency. Location—South. Type accounts—consumer with major emphasis on food and drug. Salary—open. Working conditions—fast pace, but in a happy shop. Future—unlimited. Please give full details—experience, age, salary requirements, education, family background, etc.—in first letter. Confidential, of course.

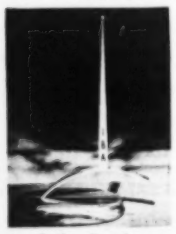
Box 946, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Science working with nature creates
a remarkable new wheat with a
unique protein-starch balance
that puts magic into everything you bake

BALANCED BREAD—*This two-color ad for Fant Milling Co.'s Gladiola flour introduces "Balanced Blend," a flour made from a Texas wheat which, the miller claims, combines the advantages of both hard and soft wheat.*

Hollywood Adclub Sets Broadcast Awards Contest

Deadline for the second annual international broadcasting awards competition for radio and tv commercials, sponsored by the Hollywood Advertising Club, Hollywood, Cal., has been set at Dec. 1.


Spike Trophy

More than 40 winners will receive Spike trophies. Last year's radio sweepstakes award went to a Freberg Ltd.-produced Chun King chow mein commercial. The television sweepstakes award went to a spot produced for one-market use for Esso oil heat, produced by Elektra Film Productions.

EXECUTIVE ASSISTANT

Experienced GIRL FRIDAY to Nationally-known FUND RAISING AND PUBLIC RELATIONS Executives. Heavy experience in all phases of PROGRAMMING, CO-ORDINATING and PROMOTION. At present managing staff of 15 PEOPLE. Seeking position with Organization offering greater latitude for creativity. Available to TRAVEL. Desire base, Miami, Fla. For personal interview and resume:

Box 945, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ADVERTISING AGENCY WANTED

Major Florida Real Estate firms need "right" agency for local and regional tie-ins in the sale of Florida homesites, investment tracts and groveland on the installment plan ($10 down and $10 a month). Agency selected will be offered an exclusive incentive program that will *net* you a minimum of $4,000 a month. Leading national advertising agencies are making thousands weekly on this plan . . . and all you need to do likewise is a little time, talent, and knowledge of mail order. Florida land sales is the greatest annuity business since insurance and offers a once-in-a-lifetime opportunity to double your present billings with a minimum of effort. We will show you how to do it. Write for full particulars. *All correspondence confidential.*

ASSOCIATION FOR FLORIDA LAND DEVELOPERS, INC.
20 S. E. Third Ave.
Suite 316, Miami 32, Florida

Nielsen Network TV

Two Weeks Ending Sept. 17, 1961

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Miss America Pageant (Oldsmobile, Pepsi-Cola, Philco, Toni, CBS)	25,373
2	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	17,447
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	16,087
4	Ed Sullivan Show (Colgate, Eastman Kodak, CBS)	13,179
5	Wagon Train (National Biscuit Co., R. J. Reynolds, Revlon, NBC)	12,663
6	Du Pont Show of the Week (NBC)	12,475
7	Perry Mason Show (Several sponsors, CBS)	12,053
8	77 Sunset Strip (R. J. Reynolds, Whitehall, Brylcream, ABC)	11,819
9	The Defenders—9 p.m. (Brown & Williamson, Kimberly-Clark, Lever Bros., CBS)	11,584
10	The Defenders—8:30 p.m. (Brown & Williamson, Kimberly-Clark, Lever Bros., CBS)	11,584

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	Miss America Pageant (Oldsmobile, Pepsi-Cola, Philco, Toni, CBS)	54.1
2	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	37.2
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	34.3
4	Ed Sullivan Show (Colgate, Eastman Kodak, CBS)	28.1
5	Wagon Train (National Biscuit Co., R. J. Reynolds, Revlon, NBC)	27.0
6	Du Pont Show of the Week (NBC)	26.6
7	Perry Mason Show (Several sponsors, CBS)	25.7
8	77 Sunset Strip (R. J. Reynolds, Whitehall, Brylcream, ABC)	25.2
9	The Defenders—9 p.m. (Brown & Williamson, Kimberly-Clark, Lever Bros., CBS)	24.7
10	The Defenders—8:30 p.m. (Brown & Williamson, Kimberly-Clark, Lever Bros., CBS)	24.7

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Miss America Pageant (Oldsmobile, Pepsi-Cola, Toni, Philco, CBS)	19,604
2	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	16,087
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	14,820
4	The Defenders—9 p.m. (Brown & Williamson, Kimberly-Clark, Lever Bros., CBS)	10,834
5	The Defenders—8:30 p.m. (Brown & Williamson, Kimberly-Clark, Lever Bros., CBS)	10,646
6	The Real McCoys (Procter & Gamble, ABC)	10,506
7	Price Is Right—8:30 p.m. (Lever Bros., NBC)	10,224
8	My Three Sons (Chevrolet, ABC)	10,084
9	Perry Mason Show (Several sponsors, CBS)	9,802
10	Car 54, Where Are You (Procter & Gamble, NBC)	9,615

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	Miss America Pageant (Oldsmobile, Pepsi-Cola, Toni, Philco, CBS)	41.8
2	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	34.3
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	31.6
4	The Defenders—9 p.m. (Brown & Williamson, Kimberly-Clark, Lever Bros., CBS)	23.1
5	The Defenders—8:30 p.m. (Brown & Williamson, Kimberly-Clark, Lever Bros., CBS)	22.7
6	The Real McCoys (Procter & Gamble, ABC)	22.4
7	Price Is Right—8:30 p.m. (Lever Bros., NBC)	21.8
8	My Three Sons (Chevrolet, ABC)	21.5
9	Perry Mason Show (Several sponsors, CBS)	20.9
10	Car 54, Where Are You (Procter & Gamble, NBC)	20.5

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.
**Homes reached during the average minute of the program.

Videodex Network TV*

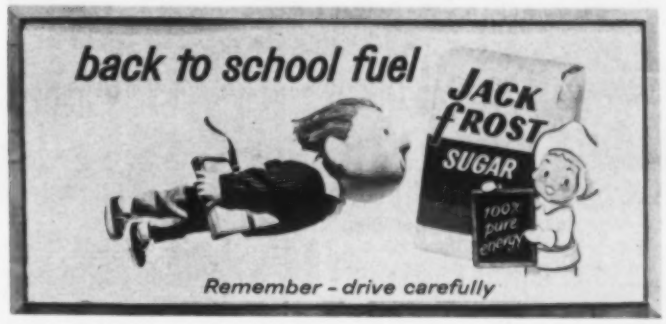
Sept. 5--11, 1961

Copyright by Videodex Inc.

Rank	Program	Homes (%)
1	Miss America Pageant (Oldsmobile, Pepsi-Cola, Philco, Toni, CBS)	28.8
2	Candid Camera (Lever Bros., Bristol-Myers, CBS)	24.0
3	The Untouchables (Several sponsors, ABC)	23.8
4	77 Sunset Strip (R. J. Reynolds, Whitehall, Brylcream, ABC)	22.8
5	Ed Sullivan Show (Colgate, Eastman Kodak, CBS)	22.2
6	Price Is Right (Lever Bros., NBC)	21.9
7	My Three Sons (Chevrolet, ABC)	20.4
8	The Real McCoys (Procter & Gamble, ABC)	20.2
9	Rawhide (Several sponsors, CBS)	20.0
10	Wagon Train (National Biscuit Co., R. J. Reynolds, Revlon, NBC)	19.5

Rank	Program	Homes** (000)
1	Miss America Pageant (Oldsmobile, Pepsi-Cola, Philco, Toni, CBS)	13,200
2	Candid Camera (Lever Bros., Bristol-Myers, CBS)	10,900
3	The Untouchables (Several sponsors, ABC)	10,700
4	77 Sunset Strip (R. J. Reynolds, Whitehall, Brylcream, ABC)	10,200
5	Ed Sullivan Show (Colgate, Eastman Kodak, CBS)	10,200
6	Price Is Right (Lever Bros., NBC)	9,900
7	My Three Sons (Chevrolet, ABC)	9,200
8	The Real McCoys (Procter & Gamble, ABC)	9,100
9	Rawhide (Several sponsors, CBS)	9,000
10	Wagon Train (National Biscuit Co., R. J. Reynolds, Revlon, NBC)	8,800

* Homes viewing in cities where program is telecast.
**Listed in sequence of rating level from first table.



SCHOLARS' SUPPORT—*National Sugar Refining Co. is using outdoor posters like this in 67 northeastern markets to promote Jack Frost sugar as "back to school fuel." The company is also using some tv. Young & Rubicam is the agency.*

Smith to Newmark, Posner

Loughton Smith, formerly head of his own marketing and sales promotion company, Loughton Smith & Associates, has joined Newmark, Posner & Mitchell, New York, as creative director.

Dodson Joins Bradham

Braxton Dodson has joined Bradham & Co., Greensboro, N.C., as an account executive. Mr. Dodson was formerly regional manager of Evans-Baucom & Associates, Greensboro.

THE CHAMP

What a wallop a low-cost message packs in The Advertising Market Place! Your ad hits over 177,000 top marketing men. Gets championship action. Try it.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.50 per line, minimum charge $6.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $19.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____
Street_____
City_____ Z State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

U.S. Tourism Unit Eases Rules in New Agency Hunt

(Continued from Page 3)

entations by about 45 agencies. Early in August, however, the Travel Service announced that it had decided to defer the selection of agencies until it had more background on its own needs.

While the Travel Service deferred the selection of an advertising agency, it retained four big agencies for market research and related studies in various parts of the world (AA, Sept. 18). With approximately $100,000 available for research purposes, the Travel Service split the world four ways, as follows: (1) BBDO assigned to France, Italy and Germany; (2) Kenyon & Eckhardt, the United Kingdom; (3) McCann-Erickson, Brazil, Venezuela and Mexico; and (4) J. Walter Thompson, Australia and Japan.

■ In announcing the new competition, officials said the research work by the four agencies will be completed during December. The new advertising and public relations agency or agencies will be selected following oral presentations here in mid-November, in time to utilize the market research information as soon as it is available.

When the original competition was conducted last June, the Travel Service required the competing agencies to demonstrate the facilities which they could utilize in each of 12 countries where the tourism promotion program is to get under way early next year. The standards were criticized as unnecessarily restrictive, precluding competition by organizations which are not equipped to serve in some of the markets.

The new standard opens the competition to all agencies which have resources in at least three of 14 markets which the Travel Service now regards as particularly promising target areas.

■ In their initial letters to the Travel Service, agencies are asked to demonstrate, in two pages or less, that they have operated in at least three of the listed countries for a year or more, and to list the travel accounts they have served recently.

Officials of the Commerce Department concede that the competition which was aborted in August was "premature." At the time the original competition was opened, none of the permanent officials of the Travel Service had been sworn in, and very few had been selected.

The new competition is under the direction of Benjamin Butterfield, director of sales promotion of the Travel Service. Mr. Butterfield, formerly sales public relations manager of American Airlines, joined the Travel Service Aug. 29.

Ideally, Mr. Butterfield said, the new competition would lead to the selection of a single agency for the tourism program. From our standpoint, he said, this would mean a minimum of detail. "However," he said, "the chances are that we may need two or three agencies, because it is hard to find one that is good everywhere."

■ The markets listed in the Travel Service announcement are: England, Germany, France, Mexico, Venezuela, Japan, Australia, New Zealand, Brazil, Colombia, Italy, Holland, Belgium and Switzerland. Facilities cited by the competing agency may be partnerships, affiliates or wholly-owned subsidiaries, the specifications said, "but the relationship must have been in existence for more than one year, and the agency must be prepared to document the nature of the relationship.

"The agency must be able to demonstrate a clear and proven ability to centrally control, organize and supervise from its home office in the U.S. the activities of the various national agencies abroad. These overseas offices or affiliates should be managed by nationals of the country involved. The agency would be expected to supply the necessary supporting information to substantiate this type of organizational structure and these relationships."

■ Agencies which qualify in the initial screening of two-page summaries will receive telegraphic notification on or about Oct. 16, Mr. Butterfield said. They will be expected to submit written proposals no later than Oct. 23. Qualified agencies will be invited to make one-hour presentations at Washington in mid-November.

Inquiries about the competition should be addressed to: Sales Promotion Director, U.S. Travel Service, Department of Commerce, Washington 25, D.C. #

McCracken Andrews Driscoll Strasburg

MUTUAL APPROBATION—*New officers of the Pennsylvania Newspaper Publishers' Assn. were elected at the 37th annual convention in Philadelphia's Bellevue-Stratford hotel. The new president, Robert I. McCracken, vp, treasurer and general manager of the Norristown Times-Herald, and new vp, Tom T. Andrews Jr., publisher of the New Bethlehem Leader-Vindicator, shake hands with retiring president James M. Driscoll, president of the Connellsville Courier, and vp, William E. Strasburg, publisher of the Ambler Gazette.*

Cyanamid Names Highman

Warren Highman, formerly manager of public relations for the industrial chemicals division of American Cyanamid, has been named manager of corporate advertising for the parent company, located in New York. He succeeds Ted M. Wennergren, who resigned. Mr. Wennergren's title had been manager of the institutional advertising department.

Perkin-Elmer to Gaynor

Perkin-Elmer Corp., Norwalk, Conn., manufacturer of chemical analytical instruments, has named Gaynor & Ducas, New York, to handle its advertising and public relations. G. M. Basford Co. was the former agency.

'SI' to Open Miami Office

Sports Illustrated will open a Miami, Fla., office Oct. 18 under the direction of William A. Marr, associate advertising manager. For the past three years, Mr. Marr also has managed the magazine's regional editions.

Horn Joins Goodrich

William J. Horn, formerly with C.B.S. Electronics, New York, has joined the B. F. Goodrich Co., Akron, O., as merchandising manager of its consumer products marketing division. Mr. Horn will headquarter in New York.

Advertisers in This Issue

The following list of advertisers in this issue is published solely as a convenience. While every effort is made to maintain accuracy and completeness, last minute changes may occasionally result in unavoidable omissions or errors.

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WSAZ-TV 8
WSBT 131
WTCN 118
WTRF-TV 60

Yachting 112
Yarder Manufacturing Co. 80

St. Anthony MESSENGER

Circulation rising steadily in number and value but rates remain the same

DECEMBER ISSUE CLOSES OCT. 20

Orders and sample copy requests to ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd. Chicago 4
Telephone HArrison 7-7176

NATIONAL CATHOLIC FAMILY MAGAZINE

TAKE

over more sales in Winston-Salem . . . where industry is expanding . . . where business is good. Noted for its "growth-type" blue chip industries, here's a market with over 75 million dollars in new industrial expansion now going into operation. Here is growth . . . here is employment . . . here is good business.

COVER

this hustling market through the Journal and Sentinel . . . with its more than 100% penetration in the Metropolitan Area . . . plus over 70% penetration in the Journal and Sentinel's 11-county trading area. Here's coverage of people who have the money to buy — and are buying! Write promotion department for market facts.

YOU CAN'T COVER NORTH CAROLINA WITHOUT THE

WINSTON-SALEM JOURNAL AND SENTINEL

NATIONAL REP., KELLY-SMITH CO.

Your Address: Chicago's magnificent gold coast

181 East Lake Shore Drive

Overlooking Lake Michigan . . . five minutes from downtown . . . steps from Michigan Avenue stores. Fine Restaurant. Superb air-conditioned rooms & suites at sensible prices.

Donald O. Cronin, Mgr. SUperior 7-8500

LAKE SHORE DRIVE HOTEL

Program Costs Hamstring Stations on Control, Despite Legal Responsibility

(Continued from Page 1)

expense of programming the whole day alone.

■ The next, and final, public hearing phase of this four-year-old study is scheduled for January. Network representatives, who were heard two years ago, will be given another chance to explain their method of operation and to answer criticism, if they wish. Ashbrook P. Bryant, chief of the FCC's network study staff, plans to have his report ready for the commission by the end of the fiscal year in June.

FCC Chairman Newton Minow already has indicated his hope that one specific result of these hearings will be legislation authorizing the commission to regulate the tv networks.

How Can You Tell?

In a verbal exchange with E. W. Ebel, advertising vp of General Foods, Mr. Bryant pressed hard on the point of how Mr. Ebel arrived at the judgment: "It would be wonderful if we could make children look at educational shows. But we haven't been able to. If the parents won't, I don't know how advertisers and networks can make them look."

Mr. Bryant asked this $50,000,000 tv advertiser if he was speaking from experience at sponsoring such informative children's shows. Replied Mr. Ebel: "No, we haven't had the nerve to put one on." He added that he was judging from the experiences of others.

"Then you can't actually say that children will reject efforts to bring more serious things to them on tv, can you?" he was asked. "If you put it that way, I can't," the GF official answered.

■ Mr. Ebel's testimony was much like that of the other big tv spenders. General Foods looks for wholesome shows from reliable producers and then watches them to make sure taste and quality standards are maintained. "We know it would be as unprofitable to present inappropriate television shows or offensive commercials as it would be to permit a fall-off in the quality of our products," he explained.

Mr. Ebel could visualize future difficulties in the growing network ownership and control of programming, but he said this trend has not yet decreased the advertising effectiveness of the medium.

He said if a magazine plan, carrying with it circulation assurances, were introduced in tv, then a great many advertisers might be relieved of the financial risks involved in sponsorship. He made it clear he was not favoring such a plan, and was answering with a big "if" that he did not expect it to come about.

■ An example of an advertiser who had tried giving children informative fare on tv and found them receptive was Robert L. Eskridge, acting director of advertising, Ralston Division, Ralston Purina Co. He said that such non-rating winners as "Bold Journey," "John Gunther's High Road" and the current "Expedition," all selected to provide information as well as entertainment, had been widely praised by educators, drew a strong mail response from children and were sound advertising buys.

Mr. Eskridge said that getting good time spots for information shows reaching only 4,000,000 to 5,000,000 homes is a problem. Part of the problem stems from the desire of the advertiser who follows to be preceded by a show with a better lead-in. He had no idea how many like-minded advertisers are willing to sponsor quality fare of limited audience appeal, but are unable to get network time spots. He said the industry is moving in the direction of a circulation war, with major programming decisions being based on numbers.

■ On the question of program balance, Roger H. Bolin, director of advertising for Westinghouse Electric Corp., noted a lack of meaningful drama and music programming on tv now, but predicted the deficiency would soon be corrected.

He foresaw quality drama making a comeback—Westinghouse's schedule of specials for the 1961-'62 season includes six original plays—because: (1) They reach the masses and the so-called thought leaders (2) it effectively reflects the sponsor's personality to the public and (3) drama fans are there waiting to be served.

This pioneer tv drama sponsor gave the cost records on "Studio One" from 1949 ($17,884) through 1958 ($123,427) when the "tired, no-longer fresh" show was dropped. "Studio One" was replaced by "Desilu Playhouse," which cost almost twice as much.

■ Anyone thinking of selling a show to Ford Motor Co. should keep these factors in mind: All-family fare, but slanted somewhat toward males; national appeal, not aimed toward big cities vs. rural sections; and a strong personality to create a friendly rapport for the product. This was made clear in the testimony of Robert J. Fisher, director of advertising for the auto maker.

He argued that common sense negates a sponsor's seeking out controversy as a selling environment for his products. In face-to-face selling—which is how Ford thinks of tv—you seldom engage in an argument or try to depress your prospect.

■ An example of how an advertiser's business policies can affect programming in an area seemingly far removed from his prime concerns was given by Howard Gray, advertising manager of R. J. Reynolds Tobacco Co. He was accompanied by Samuel Northcross, a vp of William Esty Co., who helped set forth the specifics of Reynolds' tv operations.

They explained that Reynolds, as a baseball sponsor and as a user of players in advertising, objected when a CBS show, "The Witness," decided to "rehash" the old Black Sox scandal. The network went ahead with the show, but allowed Reynolds to delete its commercials.

■ Last week the FCC investigators concentrated on finding out how advertisers influence tv programming—through restrictions on subject matter, revisions of scripts and through the selection of programming primarily as a setting for effective product salesmanship or corporate image making.

This week the commission's lawyers, while continuing to cover the advertiser's role in programming, also began to press more strongly in another direction—using sponsor witnesses as a source of expert information on the networks' operations:

Do networks drop worthwhile and still-sponsored shows because of ratings? How do sponsors feel about the trend toward increased program control and ownership on the part of the networks? Do networks sometimes demand part ownership of a show brought in by a sponsor as a prerequisite to putting the show on the air?

Douglas L. Smith, advertising and merchandising director of S. C. Johnson & Son, was Exhibit A in the category of a client whose shows were taken off the new season's schedule before it had decided whether to renew. This happened to Johnson in the case of "Robert Montgomery Presents" at NBC several years ago, and with the situation comedy "Angel" at CBS last season.

FLIGHTY—*AMF Wen-Mac, Los Angeles toy maker, introduces its latest line of playthings with this b&w page in the Nov. 17 issue of Life. Cunningham & Walsh is the agency.*

■ Mr. Smith, who, like all the other sponsors at these hearings, emphasized that ratings are only one of many factors used to evaluate tv advertising, did not offer the fading of "Angel" and Mr. Montgomery as a gripe against the networks. This information was elicited by FCC attorney Ashbrook P. Bryant to press home the point that ratings frequently are the overriding factor in a network program decision.

The S. C. Johnson official confirmed that the networks dropped these shows because of disappointing rating records, but he defended their right to weigh this element —among others—in making decisions. He also defended the networks on the "balance and diversity" issue and saw the shift toward network ownership and licensing of programs accompanied by a trend toward more public service telecasting.

■ Many advertiser witnesses were asked if the networks ever sought to get part ownership of a program purchased by the sponsor from an independent packager. This drew negative answers until Oct. 2, when Samuel Thurm, advertising vp of Lever Bros., cited a case in which there had been a disagreement on whether a network had a prior interest in a show.

He explained that CBS felt it had a claim to part ownership in "Candid Camera," when Lever decided to return that show as a regular weekly series, because the revived program "was a spin-off of one of their [CBS'] programs." This unclarified cryptic remark referred to the fact that "Candid Camera" made a tv come-back as a segment of the "Garry Moore Show," which is produced in association with CBS, before returning as a separate series. The lawyers did not ask Mr. Thurm the what-happened-next question, but CBS reportedly does own part of "Candid Camera."

In answer to a specific question, Mr. Thurm agreed that the trend toward network control of hour films had served to limit the variety of fare offered on television.

■ Theodore G. Bergmann, vp in charge of advertising of Revlon, agreed that the trend toward action-adventure hours controlled by the networks had not contributed to the over-all balance and diversity of the tv schedule.

Mr. Bergmann provided some addenda for the "advertisers object" file. Both examples concerned Alfred Hitchcock dramas, on which Revlon was a co-sponsor. In one, a deranged assistant to a circus magician decided to emulate the magician and saw a woman in half, only he really did saw her in half. Revlon's thinking carried the day, and this story was dropped. In the climax of another film, a young girl was strangled; Revlon's objections to this violent scene were overruled, and the sponsor "was bound by contract to sponsor it," he said.

■ Thomas B. McCabe Jr., advertising vp of Scott Paper Co., shed light on how much audience sponsors seek for their ad dollar.

"We feel that any program we sponsor in the evening should reach a reasonably large audience in order to justify the costs that go along with prime program quality," he said in a prepared statement. "Our minimum standard on a network program is a one-third share of the network audience at the time the show is being broadcast. However, we recognize that it takes time to build audiences, and in the case of all of our programming, we have given our shows an adequate chance to build audiences before renewing or ceasing to sponsor a property.

A great many sponsors have held that while the networks must be the final judges as to what goes on the air, advertisers, who pay for the entertainment and information, have a right to influence those decisions.

■ None was more adamant on this point than Tuesday's lead-off witness, A. A. Whittaker, vp and director of advertising of Bristol-Myers, No. 16 among network tv sponsors. His argument was set forth in this fashion:

"It is our conviction that the advertiser working with the network in the area of programming decisions is much preferred over an arrangement under which the network is completely autonomous. We believe that the ultimate decisions as to the placement of the programs and the program material which appears on the network should, and indeed must, rest in the hands of the networks. Someone has to be the final authority as to what goes on the air. Obviously the advertisers cannot make this decision—the only logical one is the network.

■ "In this process, however, it is in the interest of the public as well as the advertiser, whose funds make tv possible, for the advertiser to consult with the network in the selection and placement of shows as well as with respect to the programming material—scripts, casting, production. In other words, it is most appropriate for an advertiser to be in a position to influence the decisions, while not being ultimately responsible for making the final decision. These are the reasons in support of this point of view.

1. "An advertiser is in a better position than a network to judge what program best meets the advertiser's marketing objectives.

2. "An advertiser and his agency represent abilities and experience equal to that of the networks in making programming judgments.

3. "An advertiser provides financial support and is held responsible for the program by the viewing public.

4. "An advertiser must have a certain degree of influence in order to insure delivery by the producer or network of shows maintaining the quality and characteristics contracted for.

5. "An advertiser can and does make a notable contribution to program excellence because of his interest in having the program under his sponsorship attain maximum performance levels. As a group, advertisers provide a wider pool of experience and, in many instances, a closer liaison with the public in reflecting the acceptable standards of taste and decency."

■ In his 12-page prepared statement, Mr. Whittaker also listed the factors considered when selecting a new tv program for sponsorship. Among them:

1. "The nature of the program and whether it fits with our other programs, thereby giving us the desired variety.

2. "The producing organization, its reputation and proven abilities to acquire and utilize the full talents of producers, directors, script writers, actors, etc.

3. "Length of commitment.

4. "The availability of the star and supporting cast for use in commercials.

5. "The cost.

6. "The suitability of the program mood and climate for our commercial messages.

7. "The appeal of the program to the kinds of people who represent prime prospects for our products.

8. "And last, but most important, is the matter of audience opportunity, or how many people the show will reach."

■ Mr. Whittaker said magazine-concept tv makes "no more sense than giving advertising dollars to Curtis Publishing Co. to place advertising in the *Ladies' Home Journal, The Saturday Evening Post, Holiday* or *American Home* as it may elect at such times as it may determine." He said advertisers have a right to edit tv, but not magazines, because television requires a higher commitment over a longer term and without any guaranteed minimum circulation.

The Bristol-Myers executive entered a spirited defense of network tv fare, characterized it as moving toward greater balance and diversification in recent years, and warned that tv program diversity must be compatible with the needs of advertisers, who support it. "Advertisers can't afford to support programming of extremely limited appeal," he said.

■ Tuesday's second witness gave the networks full marks for their attitude toward clearing time for advertiser-financed packages. Marshall A. Souers, director of media and shows for General Mills, said his company "has not found itself to be at a disadvantage when seeking time" for such shows. "No more than the usual problems" were encountered when buying time for "Father of the Bride," the new M-G-M situation comedy, which was partly financed by General Mills.

Mr. Souers testified that his company has no current written policy to guide advertising and agency officials in the supervision of tv programming. He said he was not aware of the General Mills tv program policies covering the old "Tales of the Texas Rangers" show until the document turned up at the producers section of these hearings last fall in Hollywood (AA, Oct. 17, '60). At any rate, the company now has no such written standards in effect, he emphasized.

■ Lawrence W. Bruff, advertising vp, Liggett & Myers Tobacco Co.,

(Continued on Page 142)

Sarnoff Rachline Bleustein-Blanchet Larmon Laporte Musnik R. Reeves S. Reeves

INTERNATIONAL—*Pictured at the French consul general's reception in New York in honor of Marcel Bleustein-Blanchet, chairman of Publicis, largest agency in France, are the guest of honor, Sigurd Larmon, chairman of Young & Rubicam; David Sarnoff, Radio Corp. of America; Madame Marie-Francoise Rachline; Bernard Musnik, head of Publicis in the U.S.; and Raymond Laporte, French minister plenipotentiary-consul general in New York. Rosser Reeves, chairman of Ted Bates & Co., and his son, Scott, chat with M. Musnik.*

Programming Costs Hamstring Station Control, FCC Told

(Continued from Page 141)

suggested that the trend toward network program ownership and control conceivably could give advertisers more flexibility. He pointed out that some network-controlled hour films can accommodate minute advertisers on a short-term basis. Some 60% of L&M's ad budget goes to spot and network tv.

■ Also into the record went Mr. Bruff's version of why Liggett & Myers canceled one of tv's most popular dramas, "The Untouchables." He said L&M pulled out after two years as a result of three developments: Indications that a "large group" of people from the Italian-American community was being offended by the show; ABC's decision to move it and another L&M program to a later time period despite protests; and threats of boycott against the tobacco company's products.

It was indicated that L&M has an unwritten, though well understood set of guides covering the use of tobacco on L&M sponsored shows. The basic premise: "Smoking should be handled the way it is in life." Among the tenets: Pipes and cigars are not to be used in dramas unless they play a motivational part in the story; anti-safety scenes such as lighted cigarets being flipped into waste baskets are frowned upon, and the company objects to scenes showing dirty characters chewing tobacco and spitting frequently.

■ Another tobacco man who followed, Daniel Ladd, director of advertising of P. Lorillard Co., said that in the past few years network tv has gotten from 50% to 70% of his ad budget.

He pinpointed a target for all ambitious tv program salesmen with the revelation that final program decisions at Lorillard are made by a committee comprised of the chairman, president, sales vp, and Mr. Ladd.

By Thursday the line of questioning had become extremely repetitious and attendance in the hearing room was down to a handful of lawyers, busy taking notes for daily reports to networks and advertising agencies; a sprinkling of reporters; and a few observers. #

Florida Sales to Bishopric

Florida Sales Plan, newly formed newspaper group selling general advertising for the *Miami Herald, St. Petersburg Times* and *Orlando Sentinel-Star* (AA, July 31), has appointed Bishopric, Green, Fielden, Miami, to handle advertising for its Florida Golden Markets promotion.

Ampex Appoints C&W to Handle Entire Account

(Continued from Page 1)

Erickson and Foote, Cone & Belding. The finalists were selected from a field of eight bidding agencies screened by Ampex.

The account is currently served by five agencies: McCann-Erickson, San Francisco, which handles international sales and consumer audio products; Boland Associates, San Francisco, which has instrumentation and professional audio; Carson/Roberts, Los Angeles, which handles computer products; Hal Lawrence Inc., Palo Alto, which has segments of audio products and pre-recorded tapes; and McCann-Marschalk, Atlanta, which handles industrial and consumer tape products.

■ Selection of C&W to handle all of the Ampex account ends some three months of speculation and internal realignment.

The shift of agencies also is accompanied by a considerable amount of switching of top Ampex executives. Champ Titus, formerly marketing services manager of Ampex Audio Co., probably will be named corporate general advertising manager.

Ampex, which develops and manufactures a wide range of products associated with the firm's slogan, "Memory is our business," was founded in 1944 by Alexander M. Poniatoff, now chairman of the board.

In 1947, its first fiscal year as a corporation, there was one share owner, holding 375,000 shares, with a working capital of $14,000. That year net sales reached $239,000, representing earnings of 1¢ a share.

In the 15 years since, working capital has grown to $26,361,000, with 26,935 shareowners, net sales in 1961 of $70,105,000, a net income of $3,930,000 and, so far this year at least, no earnings per share.

Soon after Ampex developed and began marketing professional sound tape recorders, the company's stock began to climb. In 1956, when Ampex introduced its Videotape recorder, investors pushed the stock's market price well over $100 a share.

■ Last year the glow began to dim for many companies engaged in the vast and complicated electronics field, and a shakedown started. Caught in this shakedown, Ampex stock, after adjustment for a 3-for-1 split in February, 1960, began to drop. Today it is quoted on the New York Stock Exchange at $19.50 a share.

"Ampex is not alone among the electronics companies in suffering losses," one San Francisco investment adviser told AA. "Most of them are in pretty much the same boat; many believe the industry has expanded too quickly."

■ For the 12 years through fiscal 1960, Ampex achieved an annual sales growth at an average rate of 69%, with net profits after taxes increasing in each of the past six years.

During the fiscal year ending April 30, 1961, however, the pattern changed. Net sales were $70,105,000, off from the prior year's high of $73,434,000. Operations showed a consolidated net loss of $3,930,000 after tax adjustments, contrasted to a 1960 net profit of $3,959,000.

■ On June 15 of this year, George I. Long Jr. resigned as president and chief executive officer, remaining only as a member of the board of directors.

As of Aug. 1, William E. Roberts, for the past eight years exec vp of Bell & Howell Co., was elected president to succeed Mr. Long, and on Aug. 22, he was elected to the board. Mr. Roberts had been with Bell & Howell for 25 years.

Late last month, the new president declared that results for the current first quarter "indicate a reversal of the loss trend." #

Du Pont Tests Commercials in 1-City 'Split Run'

(Continued from Page 3)

reaches 95.6% of all U.S. tv homes.

(A breakdown of Du Pont's tv commercials on this one-year schedule of "Show of the Week" lists 58 minutes for paint, 39 for textile fibers, 16 for anti-freeze, 20 for Number "7" automotive specialties, such as waxes and polishes, one for fabrics and 107 for corporate advertising. The Du Pont departments, which operate relatively autonomously, "buy" commercials from the parent corporation to participate on the NBC-TV show, and these are charged to their respective budgets.)

■ The company queried "a lot of agencies" on the test objective, but found "no precedent," it was reported. Last March, Edward J. Pechin, assistant director of advertising, told Associated Business Publications that one of "three projects" Du Pont was carrying out involved Dr. Dollard—"We have worked with him in developing a method of measuring the effectiveness of our tv commercials, with the purpose of developing principles of tv advertising."

A second project involved an unidentified consumer product, which was chosen to help Du Pont develop a "general theory of the process that underlies the relationship between advertising and consumer sales response." The third was a study of the sales effect of industrial advertising. Said Mr. Pechin: "In this study we again plan to vary the advertising to see what happens to sales." #

Du Pont Show Is 'Most Researched'

WILMINGTON, DEL., Oct. 4—Some background for the purchase of "Show of the Week" by E. I. du Pont de Nemours & Co. was provided today by the company's ad manager in charge of general tv programs.

Charles E. Crowley said Du Pont's tv costs in product areas had zoomed about 160% before the new show bowed Sept. 17 on NBC-TV. As a result, the company sought new ways to combine the individual promotions of its multi-product organization—and yet retain corporate promotion.

"Our tv budget had been running $12,000,000-plus. We asked ourselves: 'Can we cut to $10,000,000?' It was decided to cut into the corporate portion, because this isn't seasonal, like some products, which need the time flexibility.

"Du Pont checked surveys by the Assn. of National Advertisers, then asked the top 10 or 12 tv advertisers how they felt about participations versus sole sponsorship. All agreed sole sponsorship is best. There were a few reservations, however.

■ "Finally," said Mr. Crowley, "we went to two of our agencies—Batten, Barton, Durstine & Osborn and N. W. Ayer & Son—and asked them which program and what length of time.

"The cost factor eliminated consideration of an hour and one-half show, and Du Pont felt a half hour wasn't sufficient for all its products. The result—the hour-long 'Show of the Week'—was a combination of thinking by BBDO, NBC-TV and Du Pont.

"It's too early to tell reaction, but the reviews have been pretty good. In the meantime, 'Show of the Week' probably is the most researched program around," he said. #

Home Service to H&J

Home Service Corp., Los Angeles, operator of laundries and dry cleaning establishments, has appointed Hixson & Jorgensen as its agency.

Corwin to TEC

Gerry Corwin, formerly with National Theater Associates, has joined Television Enterprises Corp. as midwest sales director in Minneapolis.

Bates Seen Seeking 'Efficiency,' 'Security' in New TV Film Deal

NEW YORK, Oct. 4—The announcement by Ted Bates & Co. last week of its agreement with five major producers of television commercials, guaranteeing each a share of its annual business, is viewed by several agency observers as a maneuver to attract new agency clients.

Some agency men contacted by ADVERTISING AGE felt the unsigned pact with VPI Productions, Filmways, Transfilm-Caravel, Sarra and MPO Videotronics represented a grandstand play on the part of Bates, whose commercial production expenditure has been estimated at $2,500,000. It was generally known that these producers already were getting a substantial share of the agency's business, but a more formal alliance with these big-name companies could be a drawing card for new business, it was suggested.

■ Robert Margulies, Bates vp in charge of commercial broadcast production, said the step was taken to insure "the highest consistent production quality and develop a closer spirit of cooperation and communication." He pointed out that Bates "wanted the producers to make a decent profit, but efficiencies resulting from the agreement could result in better prices at times.

"What we're doing is what a lot of people are doing, but when we do it, it is blown up out of all proportion," he said. Most agencies deal primarily with four, five or six houses, he pointed out.

■ "We were using as many as 18 or 20 production companies in the past, but this spread the business too thin," the Bates vp said. With the new five-team system, which will be tried for the coming tv season, Bates will divide about 80% of its business among these companies. The remaining 20% could go to any of these companies or to others. "If another house does consistently better work" Bates could replace one of the five, Mr. Margulies said.

Mr. Margulies pointed out that the new arrangement will "in no way place any of these firms under any special obligation to us."

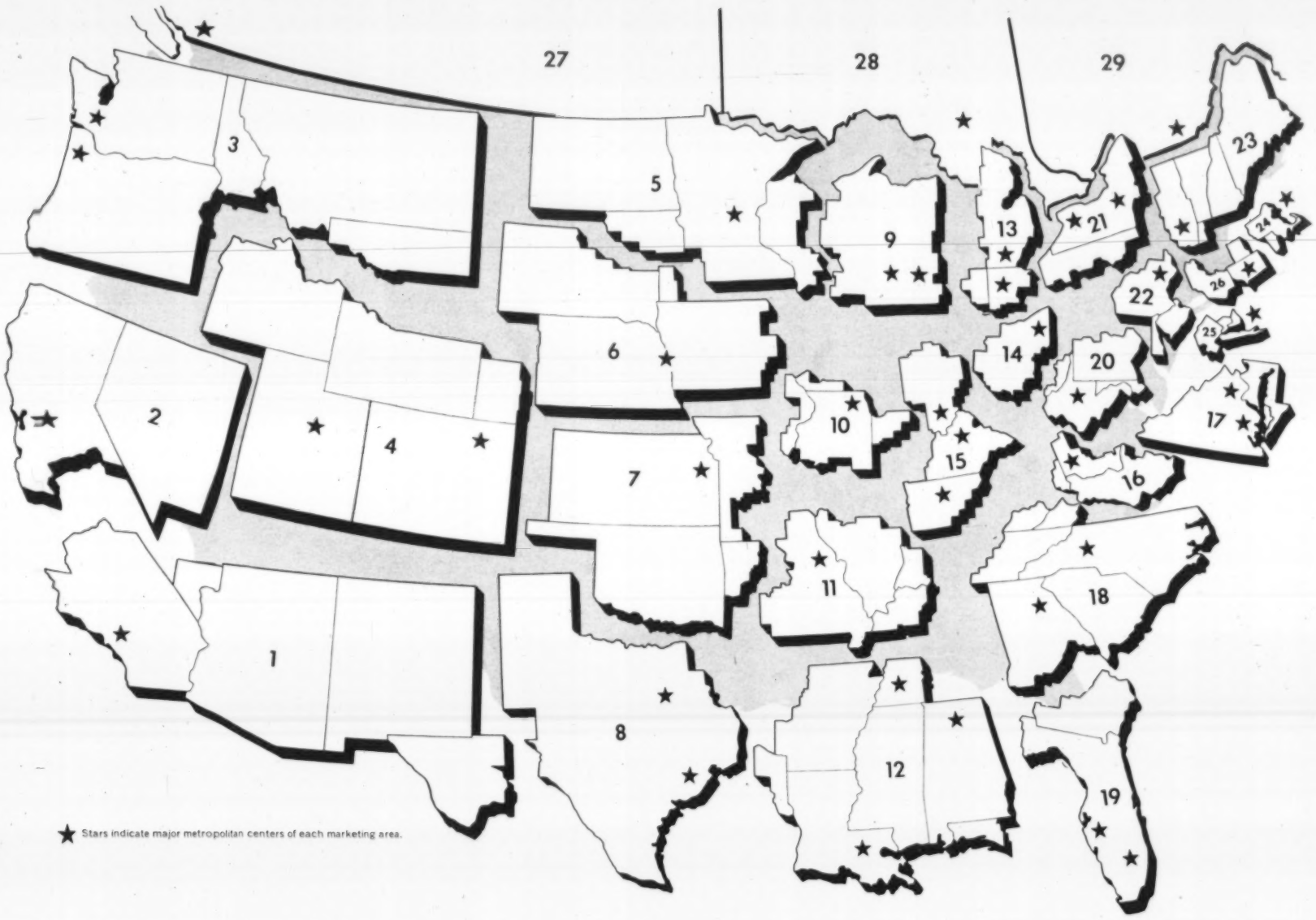
■ Similar concern was expressed by Rodney Erickson, president of Filmways, who said, "I don't want anyone to feel that because we have a deal with Bates, this could penalize any of our other customers." Mr. Erickson saw the agreement as representing new efficiencies in the business, giving the agency and producer a chance to work together more closely and well in advance.

The advantage to the producer is that he will know that he can expect a certain amount of business from Bates. On the other hand, it would be "impossible for Bates to monopolize our studios," the Filmways executive said.

■ A spokesman for Films Five, a production house not included in the Bates' five, said similar arrangements have been made by other agencies, although they have not been publicly announced. He said the Bates arrangement was "only an open confirmation of what already existed."

The Films Five spokesman said that the development represents a clever move on Bates' part. "What an agency wants, basically, is security. Price is not the important factor, and bids don't differ too much. It matters little whether an agency spends $7,000 or $9,000 for a job." #

ANNOUNCING LIFE's 29-MARKET PROGRAM



★ Stars indicate major metropolitan centers of each marketing area.

STARTING JANUARY 5, 1962, LIFE OFFERS 29 MARKET AREAS

corresponding closely to

Nielsen Test Markets, Major Advertisers' Sales Areas, Chain Store Distribution Territories

LIFE now offers advertisers and their agencies a new media plan of high flexibility to meet the marketing challenge of the Sixties.

Under LIFE's 29-Market Program, in each of the 29 marketing areas (26 in the U.S., 3 in Canada), LIFE's editorial content will be identical with that of the national edition. Thus the powerful impact of America's leading national weekly now is available to those advertisers who require selective regional marketing emphasis.

METROPOLITAN MARKET CONCENTRATION

LIFE's new program lets you buy regional magazine coverage by the markets you need—not merely according to state lines or publishers' printing and distribution arrangements.

Each of the 29 areas includes at least one major metropolitan-and-suburban market where LIFE's readership is most heavily concentrated. And because these areas are patterned after the Nielsen Test Markets, advertisers can measure sales results with new accuracy.

HELPS SOLVE THESE MARKETING PROBLEMS

- Putting extra pressure in a market where sales are weak.
- Testing a new product—or copy approach.
- Promoting a seasonal product in exactly the regions where demand is greatest.
- Providing extra backing in an area where sales are *strong*.
- Advertising *regional* brands.
- Launching special promotions to meet local competition.
- Planning market-by-market expansion of a new brand.

LIFE's 29-Market Program is the next logical step in the kind of recognition of advertisers' needs that developed LIFE's fast-close and single-city test facilities. For full details, call your LIFE salesman.

LIFE

LIFE's 29 MARKETING AREAS
(Areas and Circulations)

Area No.	Market Area	Average Circulation
1.	Los Angeles	606,000
2.	San Francisco	288,000
3.	Seattle-Portland	226,000
4.	Denver-Salt Lake City	129,000
5.	Minneapolis-St. Paul	159,000
6.	Omaha-Des Moines	118,000
7.	Kansas City	189,000
8.	Dallas-Houston	260,000
9.	Milwaukee-Grand Rapids	208,000
10.	Chicago	395,000
11.	St. Louis	164,000
12.	New Orleans-Birmingham-Memphis	181,000
13.	Detroit-Toledo	300,000
14.	Cleveland	242,000
15.	Indianapolis-Louisville-Nashville	158,000
16.	Cincinnati	128,000
17.	Washington, D.C.-Baltimore	296,000
18.	Atlanta-Charlotte	236,000
19.	Miami-Tampa	190,000
20.	Pittsburgh-Wheeling	165,000
21.	Buffalo-Rochester-Syracuse	206,000
22.	Philadelphia	354,000
23.	Albany-Northern New England	135,000
24.	Boston-Providence	270,000
25.	New York	875,000
26.	Hartford-New Haven-Springfield	163,000
	TOTAL U.S.A.	6,641,000
CANADA		
27.	West of Ontario	100,000
28.	Ontario	152,000
29.	East of Ontario	107,000
	TOTAL CANADA	359,000
	TOTAL CIRCULATION	7,000,000

Minimum purchase: full page (B&W, 2 color or full color) in any three U.S. areas.
Closing: 46 days for all units.

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